



BULL'S EYE THE ISSF IPOD ON DOPING

FOCUS ON WADA

IN A LATER EDITION OF THE IPOD WE WILL TAKE A LOOK AT THE WORLD ANTI-DOPING PROGRAM IN GREATER DEPTH, MORE IMPORTANTLY THE ROLE OF THE ISSF, NATIONAL MEMBER FEDERATIONS, ATHLETES AND ALL ATHLETE SUPPORT PERSONNEL IN THE RESPECT AND IMPLEMENTATION OF THE WORLD ANTI-DOPING PROGRAM.

WADA is a word that is often heard when the topic of anti-doping comes up in conversation and in the news.

**WHAT IS WADA?
WHEN AND WHY WAS WADA CREATED?
HOW DOES WADA OPERATE?
WHERE IS WADA LOCATED?
WHAT IS WADA'S STRATEGIC PLAN?
WHAT DOES WADA ACTUALLY DO?**

And finally,

WHAT ARE THE CORE VALUES AT THE HEART OF WADA'S ANTI-DOPING MISSION?

This Edition of the IPOD focuses on WADA and looks to provide some answers to all these questions.

WHAT IS WADA?

WADA, the World Anti-Doping Agency, works towards a vision of the world that values and fosters a doping-free culture in sport.

WHEN AND WHY WAS WADA CREATED?

WADA was established in 1999 as an international independent agency composed and funded equally by the sport movement and governments of the world. Its key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti Doping Code (Code) – the document harmonizing anti-

doping policies in all sports and all countries. WADA is a Swiss private law foundation. Its seat is in Lausanne, Switzerland, but its headquarters are in Montreal, Canada.

HOW DOES WADA OPERATE?

WADA coordinated the development and implementation of the World Anti-Doping Code. WADA is composed of a Foundation Board, an Executive Committee and several Committees. The 38-member Foundation Board is WADA's supreme decision-making body. It is composed equally of representatives from the Olympic Movement and governments. The Foundation Board delegates the actual management and running of the Agency, including the performance of activities and the administration of assets, to the Executive Committee, WADA's ultimate policy-making body.

The 12-member Executive Committee is also composed equally of representatives from the Olympic Movement and governments. All members of the WADA Committees act as advisory committees and provide guidance for the Agency's programs.

WADA's Presidency is a volunteer position which alternates between the Olympic Movement and governments. The first WADA president was Dick Pound, a former IOC Vice-President. He was replaced by Jim Fahey, of the Australian Government, in January of 2009.

WHERE ARE THE WADA OFFICES LOCATED?

HEAD OFFICE

The WADA head office in Montreal is the administrative center of all WADA activities. All WADA directors, aside from the Regional offices directors are located in Montreal. Each Director heads a department and works within their spheres of activity with the help of senior managers, managers and administrative staff.

The Legal department, Standards and Harmonization department, Science department, Education and Program Development department and Communications department are all housed at the WADA headquarters. The Medical Department works out of the European Regional Office in Lausanne.

REGIONAL OFFICES

Regional offices are a key element to WADA's fight against doping in sport, increasing understanding and facilitating implementation of the World Anti-Doping Code.

There are currently four regional offices:

- Europe
- Asia/Oceania
- Africa
- Latin America

These offices carry out a number of duties in conjunction with the staff in Montreal, aimed at furthering WADA's vision of pro-



moting a doping-free culture in sport. All regional offices share a number of core roles and responsibilities, including: liaising with stakeholders in their respective regions; actively promoting WADA and its mission; coordinating projects such as those related to education, communications and the implementation of the Code. The regional offices are in the best position to identify and understand the needs of their individual regions and have great responsibility in ensuring that WADA's work is best tailored to suit these needs. The Montreal headquarters and the regional offices all work together to accomplish the many tasks that WADA undertakes as part of its Strategic Plan.

WHAT IS WADA'S STRATEGIC PLAN?

The Plan is built around eight Strategic Objectives that reflect the expectations of WADA's stakeholders. They form the cornerstones of this Plan. The Plan underpins both WADA's Annual Business Plan and Operating Budget. The following is a summary of WADA's strategic objectives:

- 1.** Providing leadership on current and emerging issues and in the communication of effective strategies and programs in the campaign against doping in sport.
- 2.** Achieving compliance with the Code by all anti-doping and international sport organizations.
- 3.** Generating universal involvement of public authorities and public leaders in the campaign against doping in sport.
- 4.** Promoting an international framework for education programs that instill the values of doping-free sport.
- 5.** Promoting universal awareness of the health risks of doping so that stakeholders, with a particular focus on medical practitioners and other members of the athlete entourage, use that knowledge in their interaction with and education of athletes for the purpose of preventing doping and protecting health.
- 6.** Implementing an international scientific research program and foster an international scientific research environment that monitors (as well as predicts) trends in doping science and actively promotes reliable research outcomes in the development, improvement and implementation of detection methods.

7. Leading, assisting and performing oversight so that every accredited anti-doping laboratory performs at a level consistent with international standards.

8. Being a respected organization whose corporate governance and operating standards reflect international best practice.

WHAT DOES WADA DO?

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

CODE: ACCEPTANCE, IMPLEMENTATION & COMPLIANCE

As the international, independent organization responsible for the Code, WADA has a duty to monitor all three aspects of stakeholder Code activities—from acceptance to implementation to compliance.

WADA therefore facilitates and monitors Government and Sport anti-doping efforts, taking necessary measures to ensure the integrity of the Code. This includes working with Governments in their signing of the Copenhagen Declaration, the public demonstration of a Government's commitment to adopt the principles of the Code through an international convention, and their ratification of the UNESCO International Convention against Doping in Sport—the practical tool enabling Governments to align domestic policy with the Code.

This also includes ensuring that sport and government acceptance and implementation of the Code is compliant with the Code and its principles to ensure a harmonized approach to anti-doping in all sports and all countries; monitoring implementation of and compliance with the Code; works for the proper adjudication of results.

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

COOPERATION WITH LAW ENFORCEMENT

WADA develops protocols to ensure evidence gathering and information sharing between the sports movement and governments; cooperates with Interpol; in collaboration with UNESCO, works with individual governments to persuade them to have laws in place that allow to combat manufacturing, supply and possession of doping substances on their territories.

SCIENCE & MEDICINE

WADA promotes global research to identify and detect doping substances and methods; explores new models for enhanced detection and accredits anti-doping laboratories worldwide. Pursuant to the Code, WADA is also responsible for annually preparing and publishing the List of Prohibited Substances and Methods in consultation with a panel of experts in the field as well as the Agency's many stakeholders.

The Agency also fosters scientific research dedicated to developing new and improved detection methods for performance-enhancing substances and methods. Since 2001, WADA has committed more than \$28 million to scientific research. Finally, WADA monitors the Therapeutic Use Exemption process implemented by anti-doping organizations around the world to ensure compliance with the International Standard.

ANTI-DOPING COORDINATION

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

OUT-OF-COMPETITION TESTING

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

ANTI-DOPING DEVELOPMENT

To help ensure that all athletes benefit from the same anti-doping protocols and protections, no matter the nationality, the sport, or

the country where tested, WADA facilitates the coordination of Regional Anti-Doping Organizations (RADOs). WADA brings together countries in regions where there are no, or limited, anti-doping activities, so that they can pool human and financial resources in developing and managing their own anti-doping organization.

EDUCATION

WADA leads and coordinates effective doping prevention strategies and education; assists stakeholders in their implementation of anti-doping education programs.

ATHLETE OUTREACH

WADA's Athlete Outreach Program educates athletes at major international and multi-sport events through direct one-on-one interaction with anti-doping experts, answering their questions about the dangers and consequences of doping.

The WADA Athlete Outreach Model empowers stakeholders to develop and implement their own sport-specific and national awareness programs to educate their own athletes about the fight against doping in sport.

The ISSF has adopted the WADA outreach model. The next edition of the IPOD shall focus on the Athlete Outreach program because we will be implementing the program at the upcoming World Championships in Munich from July 30- August 9 2010.

WHAT ARE THE CORE VALUES AT THE HEART OF WADA'S ANTI-DOPING MISSION?

WADA's vision is a world that values and fosters doping-free sport. WADA's mission is to promote, coordinate and monitor on an international basis the campaign against doping in sport in all its forms.

The following core values are at the heart of WADA's anti-doping mission and should be applied by everyone in the sporting world.

INDEPENDENCE

- WADA is impartial, objective, equitable and balanced.
- WADA avoids improper influences or conflicts of interests that would undermine its independent and unbiased judgment.

ETHICAL APPROACH

- WADA conducts its activities in accordance with the highest standards of ethical behavior.
- WADA develops policies, procedures and practices that reflect justice, equity and integrity.

ACCOUNTABILITY

- WADA is fully accountable to its funding bodies.
- WADA conducts its activities in accordance with principles of transparency and accountability.

PROFESSIONALISM

- WADA adopts a professional approach when conducting business for and on behalf of WADA.

BEST PRACTICE

- WADA benchmarks off and applies best practice standards to all its activities.

INNOVATION

- WADA develops innovative and practical solutions to assist countries and sport organizations to implement and comply with the Code.

INTEGRITY

- WADA acts as the guardian of the values and spirit inherent in the Code.

These core values are not WADA's alone. Everyone involved in the sport movement should embrace and adopt them in all their anti-doping activities and efforts.

Bottom Line

We all have the responsibility to work together and adopt the World Anti-Doping Agency's vision, mission and values in our individual and concerted efforts to keep our sport - shooting sport - doping-free.

WANT TO WIN AN USB STICK?

THE ISSF WOULD LIKE TO INVITE EVERYONE ATTENDING THE 2010 WORLD CHAMPIONSHIP IN MUNICH TO ITS ANTI-DOPING BOOTH!

At our information booth you can pick up brochures about prohibited substances and doping controls, ask our staff questions about anti-doping rules and ADAMS, as well as take our anti-doping quiz (available in 23 languages) in which you can win small and big prizes, including among other things: Olympic flags, caps, shirts, books and USB sticks.

If you are interested in a one-on-one help session about ADAMS, either for yourself or your whole team, please contact Barbara Wittmann (barbara@issf-sports.org) before the competition starts to make an appointment, or just come to the booth during the WCH! We will also conduct the voting for the Athlete's Committee at the booth's site, and the ISSF shop will be located right next

to it as well. You will receive further information and directions at the start of the competition and on the ISSF website.

The girls of the ISSF headquarters would be happy to meet every shooter, coach, official and visitor at the ISSF anti-doping booth!

