

play true

World Anti-Doping Agency

Programs at the 2013 World Games

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Why Was WADA Created?

To protect every athlete's
right to participate
in doping-free sport.

SAY **NO!** TO DOPING

 WORLD ANTI-DOPING AGENCY

WADA's Mission

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

Enabling factors of WADA's action:

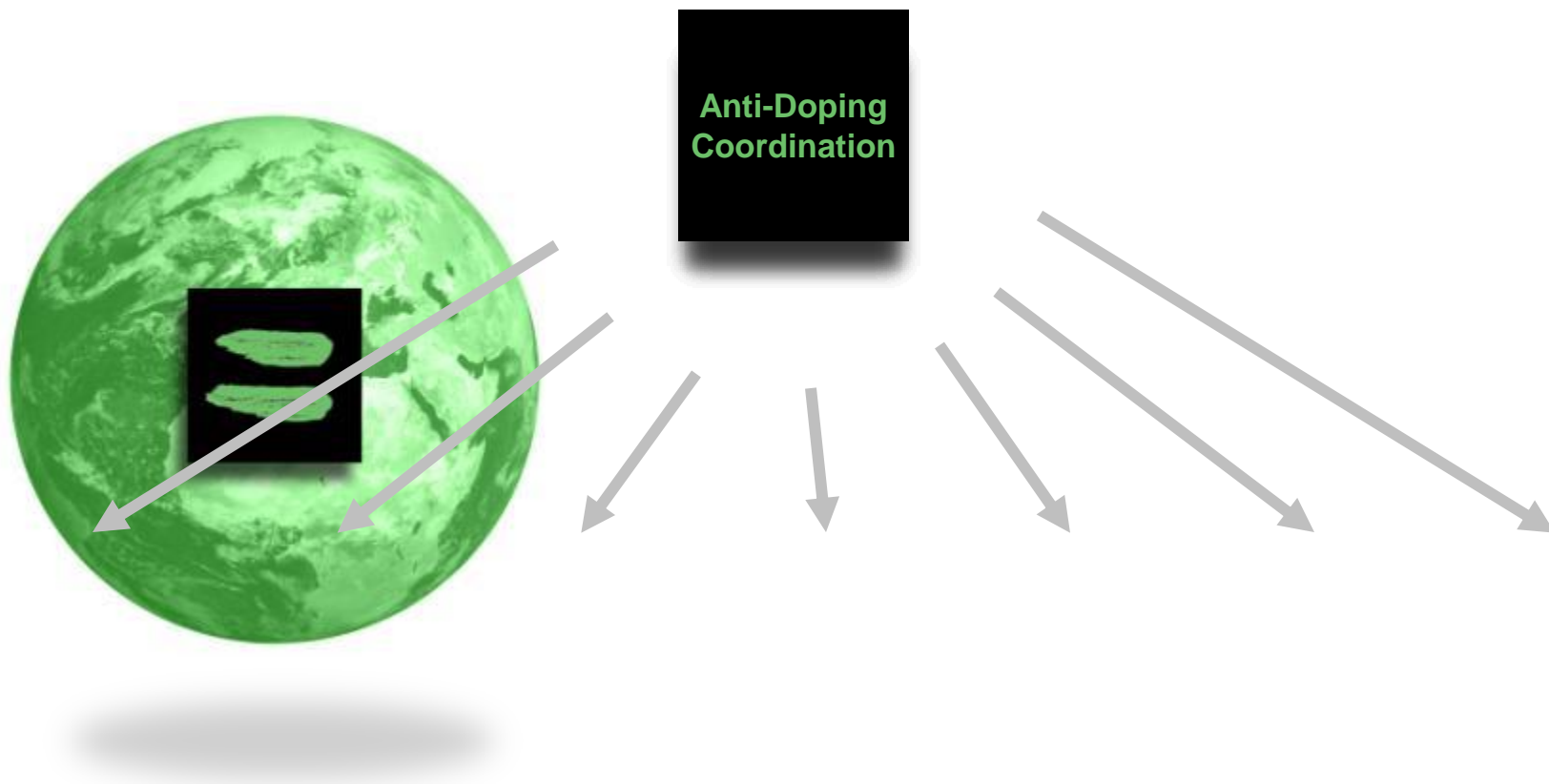


Independent
international
agency

Innovative
funding model
supported by
the Sport
Movement
& Governments

Developer
and custodian
of the World
Anti-Doping
Code

A Comprehensive Approach



- **Executive Office**
 - WADA's President, Hon. John Fahey
- **Better Practice**
- **Athlete Outreach**
- **Prevalence Study**

Better Practice

- Assist Doping Control Program of Games
- Different than traditional Independent Observer Program
- Work with IWGA/LOC/NADO to assist in lead up to Games
- Attend first few days of event to observe/assist
- Co-operative approach – try to build model for future events

Prevalence of Doping

- Effectively measure the prevalence of doping in sport.
- WADA has developed a social science method.
- Data collection during the World Games.
- All athletes will be subject to questionnaire at time of accreditation.
- Anonymous, short questionnaire: 2 minutes
- Several languages

Outreach Program

- Implemented at major sporting events
- To raise awareness about anti-doping
- To provide information in a fun and engaging way
- Utilize Social Media and other communication channels to get messages out
- Information and promotional items to raise awareness

Play True Quiz

العربية Arabic	中文 Chinese	Hrvatski Croatian
Česky Czech	Nederlands Dutch	English English
Eesti keel Estonian	Suomen Finnish	Français French
ქართული Georgian	Deutsch German	Ελληνικά Greek
Íslenska Icelandic	Italiano Italian	日本語 Japanese
한국어 Korean	Монгол хэл Mongolian	Norsk Norwegian
Polska Polish	Português Portuguese	Româna Romanian
Русский Russian	Español Spanish	

AGENCE
MONDIALE
ANTIDOPAGE
franc jeu

Choose Your Language

- Cesky
- Nederlands
- English**
- Eesti keel
- Suomen

View all languages

GO! →

vancouver 2010
vancouver 2010
PARALYMPIC GAMES
JEUX PARALYMPIQUES

WADA Outreach Program



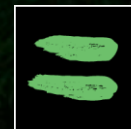
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SAY NO! TO DOPING

 **WORLD ANTI-DOPING AGENCY**

play true

THANK YOU



**WORLD
ANTI-DOPING
AGENCY**