

The Brief

<http://www.wada-ama.org/>
About Doping and Anti-Doping

Doping in sport is the consumption of prohibited substances in order to enhance performance, at any level. It has existed through human and sport history, but a key moment was at the end of the 90's. In 1998 a large number of prohibited medical substances were found by police in a raid during the Tour de France. The Tour de France scandal highlighted the need for an independent international agency, which would set unified standards for anti-doping work and coordinate the efforts of sports organizations and public authorities.

Doping consequences

One of the reasons it is so important to reach out and educate is that doping has many consequences.

- Health consequences

The use of prohibited substances and methods has many health consequences. The most obvious data we have to date is related to the athletes from the East German systematic doping system in the 1970's and 80's. More than 25% have suffered from cancer, and more than 60% have received treatment for psychiatric issues.

- Sport consequences

The sanctions for doping can go from a warning to ineligibility for life, monetary fines, loss of medals and titles.

- Moral/social consequences

Doping can also be the reason an athlete loses everything he/she has worked for. Take a Ben Johnson, a Canadian sprinter who tested positive for steroids in Seoul. He is still the shame of an entire country. Take a Marion Jones, a USA track and field athlete who went from superstar to a liar, a cheat and a convicted felon. Take a Lance Armstrong, who lost his titles, his charity, his sponsors, who betrayed his fans, his children, who lost his pride. What is left?

The World Anti-Doping Agency

As a result of the Tour de France scandal in 1998 a collaborative effort by both worldwide governments and the Olympic Movement realized that a world body was needed to govern, oversee and set global harmonized standards for the fight against doping in sport. As a result in 1999 the World Anti-Doping Agency was established. WADA is a Swiss private law foundation with headquarters in Montreal, Canada. We have four regional offices located in Cape Town, Montevideo, Lausanne and Tokyo. In total, WADA has 65 staff. WADA's overall goal is to promote and coordinate the fight against doping in sport internationally. WADA is the custodian of the World Anti-Doping Code that has been developed and revised with the input of over 500 stakeholders.

To give you an idea of the magnitude of the work WADA oversees on annually; in 2011, 243,193 samples were analysed at WADA-accredited laboratories. These tests resulted in 2,885 Adverse Analytical Findings. Recognizing the sophistication of some athletes to beat the testing process, WADA has introduced other mechanisms to catch cheats through investigations and storage of samples for up to eight years. The storage of samples allows for the retesting of samples should new detection methods become available.

As an example, Lance Armstrong, a cyclist from the USA, never tested positive from a urine or blood test but was found to have begun doping very early in his career. This revelation was a result of an investigation carried out on his cycling team as well as other teams involved in cycling. Lance has now lost all of his Yellow Jerseys from the Tour de France, Olympic Medal, his

sponsors and his paid position with LiveStrong Foundation for cancer awareness. He also has a United States Federal investigation as well as various lawsuits pending. Once a hero, Lance has now lost all his credibility in the face of the public. There are many more athletes that were involved with Lance's doping regime, all of whom have been sanctioned and removed of their results, including titles and prize money.

When it comes to the retesting of samples, the International Olympic Committee (IOC) retested samples from the 2004 Athens Olympics and the 2008 Beijing Olympics. As a result of new detection methods over 10 athletes have now been exposed for doping and lost their Olympic standing. Just recently, the International Amateur Athletics Federation re-tested samples from previous events and it is suspected, as cases are still pending, that several athletes will be sanctioned for doping.

WADA also has agreements with Interpol, World Customs and the Pharma industry for the sharing of information on doping, trafficking and new substances coming on the market. We have expanded our partnerships due to the magnitude of the potential problems to come as we know that organized crime is playing a huge role in doping in sport.

WADA is also involved in break-through biomedical and social science research, spending over 50 million USD since its inception. Developing the tests used to detect prohibited substances, identifying new doping methods and finding data to develop effective anti-doping education programs, have been a few of the achievements.

Education and Awareness is also a key area: WADA has developed education programs in order to instill proper values and prevent athletes from engaging in doping behaviours. These awareness and education campaigns are conducted at the athletes' dining lounges at Major Games sporting events. Athletes, coaches and support personnel have the opportunity to interact with anti-doping experts and play either the Play True Quiz or the Play True Challenge (computer based games). Each person that successfully completes the quiz is provided a take away prize. This is how WADA reached out to most of the 10,000 athletes participating in the Games, during the London 2012 Olympic and Paralympic Games.

The Challenge

WADA is challenging young people (under 19) to be the *Play True Generation* - to be a generation to completely reject doping. Create an online/digital ad concept that encourages young athletes (under 19) to stick to the values of fair play, avoid doping and therefore cheating. It may highlight the health, social and sport consequences of doping, but cannot appear as being preachy. The reason the youth are such an important target group is because they are still shaping their 'moral value compasses'. Their moral value compass continually needs to be reinforced to empower them to make the right decision when faced with the choice to dope. The more we reinforce values the more likely they are to reject doping.

Messaging: a call for action

The Work

- To create an online global awareness about the importance of clean sport and good decision making skills to reject doping.
- Can be fun
- Should be inspiring and thought provoking
- Should be true to the WADA values

WADA's tag line:

Play True - encapsulates WADA's core values and is intended as a guiding principle for all athletes at every level of competition.

Target Audience:

For a global audience
Athletes and youth with an interest in sport
Under 19

About the work:

For use in social media: youtube, facebook and twitter
For use in all WADA communication channels: email, website, news pages, face to face, presentations

WADA logo story:

The square shape of the logo background represents the customs and the rules that define sport. The color black evokes neutrality and is the traditional color of the referee. The "equal sign" expresses equity and fairness. The sign is depicted with a human touch to reflect the individuality of every athlete. The color green evokes health and nature and the field of play.



- Ethics, fair play
- Health
- Excellence in performance
- Character and education
- Fun and joy
- Teamwork
- Dedication and commitment
- Respect for rules and laws
- Respect for self and other participants
- Courage
- Community and solidarity

The WADA Social Media & Existing Online Campaigns

Web site: www.wada-ama.org

Youtube Channel: <http://www.youtube.com/wadamovies>

Facebook: <https://www.facebook.com/wada.ama>

Twitter: https://twitter.com/wada_ama

Creative guidelines and mandatories

Preferably no reference to one sport in particular

Include www.wada-ama.org

No obvious other brands included

GOOD LUCK!