

play true

AN OFFICIAL PUBLICATION OF THE WORLD ANTI-DOPING AGENCY



Defining the

play true Generation

WADA launches its **Play True Generation Program** at the **2008 Commonwealth Youth Games**, engaging a new generation of athletes, coaches and support personnel who believe that clean sport is a fair and powerful tool for positive change and growth.



A new kind of **fun** in the fight against doping

The World Anti-Doping Agency (WADA) is the organisation that was created to promote, coordinate, and monitor the fight against doping around the world.

Play True is WADA's tagline or slogan. Athletes who pledge to Play True are committed to sport that is free from doping.

The Play True Generation is a generation of athletes, coaches and support personnel who believe that clean sport is one of the fairest and most powerful tools for positive change and growth. It embraces peace, fair play and respect. The Play True Generation is committed to leading the way in promoting and ensuring clean sport.

ISM, a digital media and content company, has joined forces with WADA to create a fun and interactive environment for the Play True Generation. During the Commonwealth Youth Games, athletes visiting the WADA centre in the Athlete Village can win time to play "Mario & Sonic at the Olympic Games." All athletes have to do is take WADA's Anti-Doping Quiz, complete a survey and pledge to Play True.

Mr. Raymond Goldsmith, president and CEO of ISM, said: "ISM looks forward to working with WADA at the Youth Commonwealth Games and is excited about future partnerships leading up to the 2010 Youth Olympic Games."

WADA's Director General, Mr. David Howman, welcomed ISM's partnership: "ISM knows how to make learning captivating and fun. We have an important mandate and by working with a company like ISM we are confident that today's and tomorrow's leaders will want to join the Play True Generation."

ISM has launched a range of Olympic entertainment software, including Mario & Sonic at the Olympic Games, Beijing 2008™—the official Video Game of the Olympic Games and Mobile Phone Games. For more information visit:

www.olympicvideogames.com

ISM is the world's leading provider of Official Fantasy Football Games. Using proprietary software, ISM create and run Fantasy Games for a number of prestigious clients including UEFA, Premier League, FIFA and Fox Sports. Using live data feeds ISM provide real time updates to millions of managers globally.



Message from the Secretary-General of the Commonwealth Secretariat:

Welcome to the **Third Commonwealth Youth Games!**

Representing your country on an international stage is an enormous honour. Your participation in the Games in Pune, India, will surely provide you with many new and exciting experiences. This honour, however, comes with a great responsibility; to play fair and compete free from doping.

The Commonwealth Secretariat recognizes that it too has a responsibility in supporting anti-doping activities in its countries. The Secretariat works closely with WADA to ensure that athletes in the Commonwealth are not tempted by doping. The Commonwealth Secretariat is currently supporting anti-doping activities in East Africa, Southern Africa, the Caribbean and Oceania with a main focus on education. Covering 37 countries, the Commonwealth Secretariat employs anti-doping staff to carry out the important work of educating elite and young athletes about the risks and dangers of doping.

While you represent the future of the Commonwealth, your skills, energy and enthusiasm are needed now. You can set an example by being part of the Play True Generation and, thus, creating a better sporting future for all Commonwealth citizens. Be part of the generation of athletes who believe that doping has no place in sport.

I would like to wish all participants the best of luck in their competition and hope that the experiences you take home will leave you feeling empowered leaders within your community.

Mr. Kamallesh Sharma



All about WADA's Logo



The logo is in the shape of a square which represents the rules that define sport. The colour black is the traditional colour of the referee. Black represents neutrality.



The logo's "equal sign" represents fairness and is made with a human touch to reflect the particularities of each individual. The colour green represents health, nature and the playing field.



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play true

The "play true" tag line encapsulates WADA's core values and is intended as a guiding principle for all athletes at every level of competition.



Get the facts...

Doping is not only unethical, it's *dangerous* to your health... *Why?*

- Most of the medications used for doping were created for people with specific diseases or health problems. They were not created to be used by healthy athletes.
- Athletes who dope often take the substances in higher doses than the intended use and in combination with other medications.
- Many of the substances doping athletes take are made illegally. They could be contaminated which could cause serious health problems or even cause death.

What about dietary, nutritional or herbal substances?

Supplement companies don't have to follow the same manufacturing and labelling practices as pharmaceutical companies. You should always be cautious when using supplements. You can never know if what you're taking is really what you think you're taking.

You could be taking a banned substance without even knowing it!

Side effects of some doping substances:

STEROIDS

- Psychological dependence, increased aggression and mood swings
- Increased risk of liver and cardiovascular disease
- High blood pressure
- Acne and baldness

Also in males

- Shrinking testicles
- Sexual side effects (including reduced sperm production, impotence, libido disorders)
- Breast growth

Also in females:

- Development of male features (including deepening of the voice and excessive hair growth on the face and body)
- Abnormal menstrual cycles
- Enlarged clitoris

MARIJUANA

Long-term use can result in the following health consequences:

- Psychological dependence
- Loss of attention and motivation
- Impaired memory and learning abilities
- Weakening of the immune system
- Respiratory diseases such as lung and throat cancer and chronic bronchitis

STIMULANTS

- Psychological dependence, withdrawals, anxiety and aggression
- Increased and irregular heart rate and increased blood pressure
- Increased risk of stroke, cardiac arrhythmia and heart attack
- Dehydration
- Problems with coordination and balance
- Insomnia
- Tremors

The Hon. Helena Guergis, P.C., M.P.

Secretary of State (Foreign Affairs and International Trade) (Sport), Canada
Chair of WADA's Education Committee



Torch Bearers for the Spirit of Sport

As Chair of the Education Committee of the World Anti-Doping Agency (WADA), I am pleased to congratulate all the young athletes who have earned a chance to represent their country at the third Commonwealth Youth Games in Pune, India.

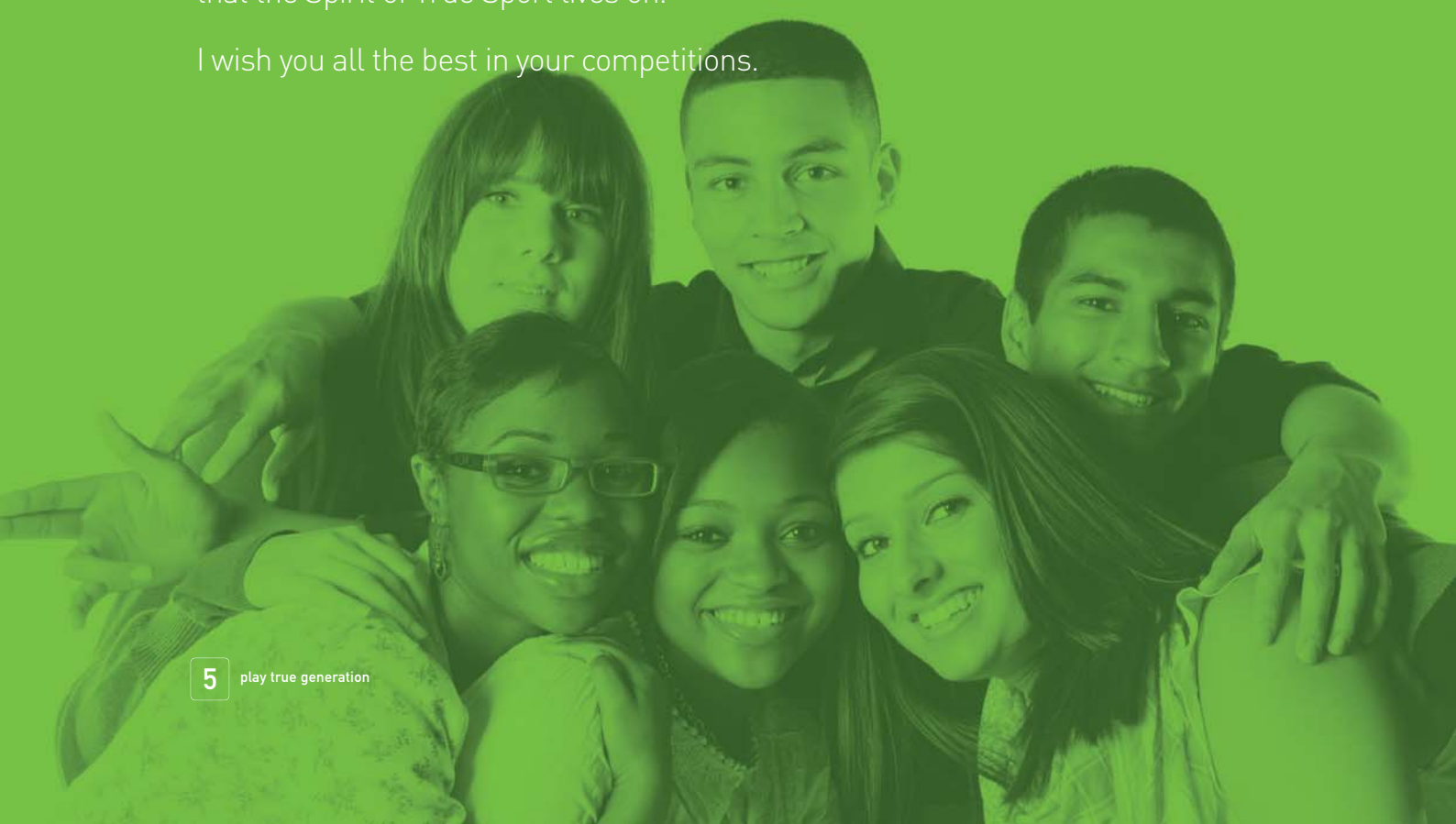
Sport embodies such positive values as teamwork, commitment, and the ethical pursuit of excellence. As you aspire to reach your full competitive potential, never lose sight of why you are competing.

Sport has the power to transform individuals, strengthen communities, and improve society. Athletes who dope help erode that power and ultimately hurt themselves, their families, and their countries.

By taking part in WADA's activities during the games, you show your commitment to being part of the Play True Generation. You send a clear message to your coaches, teammates, competitors, and your country that competing cleanly is the only ethical way to go.

You are the Play True Generation, and I applaud your efforts to ensure that the Spirit of True Sport lives on.

I wish you all the best in your competitions.



Supporting WADA's efforts to promote, coordinate, and monitor the fight against doping in sport in all its forms and embracing the core athletic values of peace, fair play and respect, the new Play True Generation will be committed to leading the way for our future champions and competitors by ensuring cleaner, fairer competitions for all.



all about **The Code**

The World Anti-Doping Code (also known as "the Code") was created to make sure that all athletes around the world and their entourage (including coaches, physicians and other support personnel) follow the same anti-doping rules.

Did you know

that the main reason for the Code is to protect the spirit of sport values?

The spirit of sport values include:

- Ethics, fair play and honesty
- 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

Did you know

that an anti-doping rule violation is not limited to taking a banned substance?

Doping also includes:

- trafficking
- refusing or avoiding testing
- attempting to use a banned substance
- not submitting proper whereabouts information or not being where you indicate you are going to be (this is only for athletes in a Registered Testing Pool (RTP). An RTP is a group of athletes identified by an International Sport Federation or National Anti-Doping Organization.)
- tampering with the testing procedures, or even
- helping, covering up or encouraging others to dope.

Did you know

that an athlete is always responsible for what is found in his/her sample?

Even if the athlete used a banned substance by accident. This is referred to as "strict liability".

Did you know

that a substance or method must meet certain criteria to be considered for inclusion on the list of banned substances?

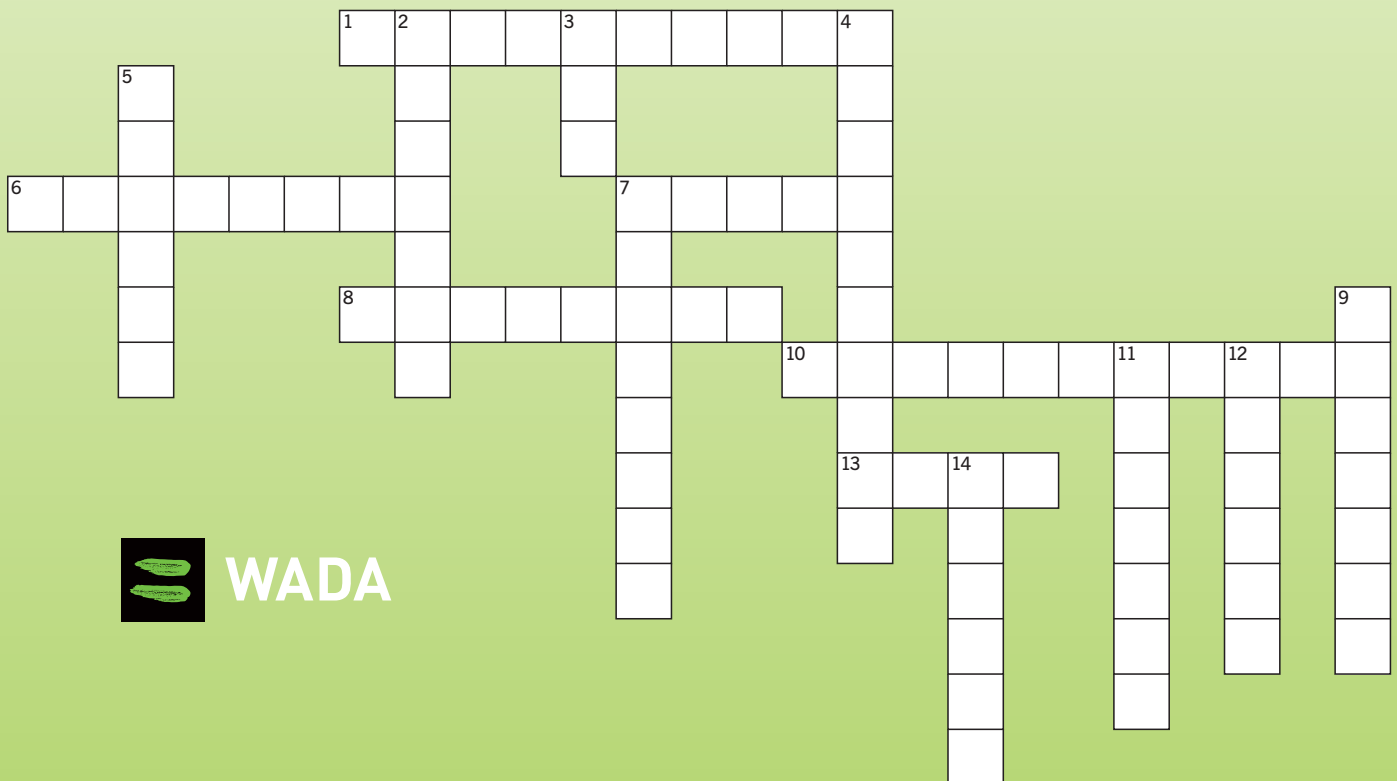
A substance or method must meet 2 of the following 3 criteria to be added to the Prohibited List:

- it has the potential for enhancing or actually does enhance sport performance
- it has the potential to or actually does pose a risk to the athlete's health
- it violates the values of the spirit of sport

CROSS WORD

Across:

- 1 The document WADA publishes where you can find out what substances and methods are banned: _____ List. *(Answer on p. 6)*
- 6 WADA's slogan (2 words). *(Answer on p. 1)*
- 7 True or false: Supplement companies have to follow the same manufacturing and labelling practices as pharmaceutical companies. *(Answer on p. 4)*
- 8 Doping is not limited to taking a banned substance. _____ a doping control test is also considered an anti-doping rule violation. *(Answer on p. 6)*
- 10 Strict liability means that the athlete is always _____ for what is in his/her body. *(Answer on p. 6)*
- 13 The document created to make sure that everyone follows the same anti-doping rules. *(Answer on p. 6)*



WADA

Down:

- 2 Black is often associated with this important person on the playing field who is also represented in the WADA logo. *(Answer on p. 3)*
- 3 WADA's Play True Generation partner. *(Answer on p. 1)*
- 4 Using steroids, marijuana or stimulants could result in this common side effect: Psychological _____. *(Answer on p. 4)*
- 5 Green is the color of most playing fields and represents this in the WADA logo. *(Answer on p. 3)*
- 7 The equal sign in WADA's logo represents this. *(Answer on p. 3)*
- 9 Showing _____ for the rules of the game, for yourself and your teammates is one way to show that you play by the spirit of sport. *(Answer on p. 6)*
- 11 Using this banned substance could result in shrinking testicles and breast growth in men, deepening voice and hair growth in women. *(Answer on p. 4)*
- 12 Athletes should take great caution when using dietary supplements since they could contain a _____ substance. *(Answer on p. 4)*
- 14 An athlete who pledges to Play True is one who is committed to sport that is free from _____. *(Answer on p. 1)*