



My Victory.™

I compete clean.

The My Victory clean sport campaign celebrates the overwhelming number of athletes who are clean competitors. The campaign gives athletes a platform to talk about their commitment to clean sport and to raise awareness among elite athletes about the value of competing clean. It is also increases the larger athletic community's awareness about the

negative effects of doping and the positive aspects of competing clean.

This is USADA's third campaign since 2004 and has been unveiled in time for the Beijing Olympics. It is titled, "My Victory, I compete clean."

"FOR ME, IT IS REALLY ABOUT RESPECTING MY BODY AND SEEING WHAT I HAVE UNDER THE HOOD."

- JEREMIAH BISHOP

USADA's clean sport campaigns were inaugurated in 2004 before the Olympic Summer Games in Athens, Greece. The first slogan was "No doubt about it: my health, my sport, my victory. I compete clean." In the run up to the 2006 Olympic Winter Games in Turin, Italy, the theme was, "I compete clean - because real athletes play fair." In each campaign, Olympic athletes have been featured in public service announcements and print collateral.

In a recent USADA survey, elite athletes, national governing body staff, and athlete support personnel gave high marks to USADA's clean sport initiatives in terms of being a success and having a positive impact. The survey, conducted on-line by an outside agency, primarily sought feedback on the effectiveness of USADA services.

"My Victory" goes on-line

This latest campaign takes advantage of web-based technology to increase its outreach. Karen Casey, USADA Director of Education, is excited about the potential to reach a large number of people; "We will have podcasts and ads on YouTube along with printed collateral. We have a website dedicated to clean sport that is linked to the USADA website."

Rossie Trujillo, Information Technology Director at USADA and the mind behind the My Victory website, www.usada.org/myvictory, is passionate about rewarding the majority of athletes who are clean. "That's why I work here." The website includes brief video downloads through YouTube of the several athletes involved in the clean sport campaign. The videos highlight the intense commitment the athletes have to clean sport.

Submit a Video, Take the Pledge

Athletes and others can submit their own 30-second video about competing clean to be considered for the website. "If we see a really cool video from a person or a class, we will seek out the permission to load it up on

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A publication dedicated to providing timely and accurate anti-doping information for those involved, and interested, in the Olympic/Paralympic Movement

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MY VICTORY, I COMPETE CLEAN

to our website," says Trujillo. The website includes opportunities for people to comment on the videos and express their opinion on clean sport.

The website also includes a page dedicated to taking the Pledge. Anyone can pledge to support clean sport and be a clean competitor. People who pledge will receive a certificate to print out and display via return email. Many of the Out-of-Competition pool athletes have already taken the pledge. Trujillo hopes others will take the pledge so that there will be a huge list of people and organizations represented. Maybe then clean athletes will get some of those big headlines. Get involved; take the pledge!

The high road for track Olympian Lauryn Williams



Lauryn Williams would like to see some of those positive headlines. Competing clean is a passion for Lauryn, track and field Olympian and World Champion highlighted in this year's campaign. When asked if she has ever been tempted

to cheat, she emphatically responded

"500% no!" Clean sport is important to her because "it is so valuable to the people who get up everyday and work hard and who just want to be the best they can be. When you are a true competitor, you don't want to cheat. You want to be the best at it

because you are the best at it. I've never understood why someone would want to cheat at anything." She hopes to have children someday and is very concerned about how doping might affect her health and the health of her children. "I don't use anything if I don't have to, not even regular multivitamins. If I can't get it from chicken and broccoli, then I don't want it. That's me and the high road." As for testing, she says, "It is part of our job. People have found ways to cheat and testing is what we have to do."

Dara Torres dreams of drug-free Olympics

When Dara Torres returned to competitive swimming after the birth of her daughter, she asked for additional testing. "The fact that I'm 40 and

I'm breaking American records while swimming against athletes whose parents are my age threw up a red flag to people who don't know me." Torres has competed in four Olympic Games starting when she was 17. In her



"THE FACT THAT I'M 40 AND I'M BREAKING AMERICAN RECORDS WHILE SWIMMING AGAINST ATHLETES WHOSE PARENTS ARE MY AGE THREW UP RED FLAGS TO PEOPLE WHO DON'T KNOW ME."

- DARA TORRES

24-year Olympic career, she has won nine medals – four Golds, one Silver, and four Bronze – and has won a place on her 5th Olympic team. She is also one of the athletes highlighted in My Victory. "I'm very excited that USADA has provided a platform to show that there are athletes out there who are drug-free." She admits that it has been discouraging to compete against dirty athletes, "You win medals, but not the ones you should. It would be so nice to have a drug-free Olympics – so nice."

Leaving a Legacy of Clean Sport

Jeremiah Bishop, Olympic distance cross-country mountain bike racer, wants to leave a legacy of playing fair for his son. He says to his son, "Cameron, my little protégé, no matter what, always compete fairly. Do your best and the rest is going to be great. It will be a lot of fun." For Bishop, it is important to set an example

and to let the up-and-coming athletes know that you can complete clean and win. "For me, it is really about respecting my body and seeing what I have under the hood."

When people cheat, it takes the fun out of competition for everyone. "To enhance your performance is to cheat yourself from one of the most amazing things you'll ever see in your life; what you are capable of. If you cheat, you will never know." Bishop thinks "everyone should tell their friends and their fellow competitors that competing clean is cool. It's not just what you're supposed to do; it really is the honorable decision and a great thing to do."

Nine other athletes are part of "My Victory, I compete clean." Look for them in the coming months and check out www.USADA.org/MyVictory for athlete videos. If you want to create your own video, see the website for all the information. While you are there, "Take the Pledge."



QUICK HITTERS

A QUICK LOOK AT THE LATEST ANTI-DOPING INFORMATION FOR ATHLETES

OUT-OF-COMPETITION NEWS

No way! I can text an update to an e-mail address?

USADA has received many questions concerning texting updates to an e-mail address. In order to clarify your questions, here are some simple directions to text updates to USADA.

TEXTING DIRECTIONS

Save the e-mail address in your cell phone:

1. Create a new contact in your phone, call it USADA-Text Update or another memorable name
2. Instead of entering a phone number, enter the following text@usada.org
3. Save

Send TEXT:

1. Create a new text message
2. From your Contacts list select USADA-Text Update or other memorable name
3. Enter your update and hit send
4. USADA will get the update in the form of an e-mail
5. You will receive a confirmation text that we received the update

Note: Your name will not appear on the text, be sure to include it every time. Also, include your travel dates, the length of your trip, address and location(s) where you will be staying, and other important scheduling information.



Who is that? What is this?

Are you ever curious about who is on the other side of the phone or answers your e-mail when you have a question about the Therapeutic Use Exemption (TUE) process? A new face on the USADA team is Brianna Oliver, TUE Coordinator. Oliver started with USADA in November, 2007 in the Doping Control Department, and accepted the TUE Coordinator position in April. She is originally from Penrose, Colorado and graduated from Colorado College in May, 2007.

So, if you are confused about the TUE process, not sure where to send your form or have a question, contact Brianna. She can be reached by email at boliver@usada.org or by phone at 719-785-2045.



Heads Up! New WADA Rules Effective January 1, 2009

The World Anti-Doping Agency (WADA) has revised and approved the World Anti-Doping Code and International Standard for Testing that go into effect on January 1, 2009. The aim of these revisions is to better harmonize anti-doping rules around the globe and continue to level the playing field.

The new revisions to the International Standard for Testing and Therapeutic Use Exemptions will impact all U.S. athletes. USADA is reviewing the changes and determining the best way in which to implement them. Changes that athletes can expect to see involve:

1. Sample collection requirements,
2. Whereabouts requirements,
3. Missed tests,
4. Therapeutic Use Exemptions.

Watch for USADA information in the fall of 2008. Athletes, athlete support personnel, and National Governing Bodies will receive further information and details about how the revisions will impact athletes as well as tools to get specific information. USADA is preparing an on-line education module which includes these changes and will also directly communicate using e-mail and other methods. Detailed information about the changes will be included in all education sessions starting in the fall.

Breakthrough in Detecting Blood Doping

Blood doping may be on the way out. A new test developed by Trilium Diagnostics of Brewer, Maine detects blood doping that uses blood from a donor. The new test could be on line as early as the 4th quarter of 2008.

Blood doping improves an athlete's performance by increasing the amount of oxygen in the blood. Doping involves removing blood from a human, filtering out the plasma, and then transfusing the red-blood-cell-rich blood into another person. Red blood cells carry hemoglobin which in turn, carries oxygen to the body's cells. Increasing hemoglobin increases the amount of oxygen in the blood, and increased oxygen provides more endurance and faster recovery.

The new screening test compares many markers on red blood cells. If all of the red blood cells in a sample don't match exactly, then the athlete has had a transfusion from a donor. Red blood cells remain in the body for 90 to 120 days, so the testing window is at least three months after the transfusion. According to Dr. Larry Bowers of USADA, athletes would have to have a transfusion every 4 to 6 weeks to remain at peak levels of hemoglobin, so the three-month

window for testing is more than adequate for detection.

Dr. Bowers explains that, "False positive results for blood doping are effectively impossible with this new screen." The chances of two people having 8 to 10 identical markers is about 1:10,000 to 1:1,000,000, even if the donor is a relative. Trilium Diagnostics developed new reagents that dye markers on the red blood cells better than before. Now, a flow cytometer can sort blood cells according to several markers at a time. The test is faster, less complicated, and more sensitive than previous screens.

Very promising research is also being done to detect blood doping if the athlete uses his or her own blood. Researchers are studying the effects of freezing or refrigeration on blood to see if any markers change. They are also studying how the human body responds to transfusions to determine if there are reliable telltale signs of a recent transfusion.

Research such as this on blood doping has tilted the balance toward clean sport. Scientists are thinking about the abuse potential of new drugs and procedures as they go to clinical trials,

not after they have been in use for years. Bowers puts it this way, "In the past, the testers were always behind; now we are in parallel with some of it."

USADA's research grant program has allocated over \$10 million to anti-doping research. USADA has recently entered into The Partnership for Clean Competition (PCC) with the U.S. Olympic Committee and several professional sports leagues to significantly increase the funding available for such research. For more information on the PCC, please visit USADA's website at www.usada.org or see our last issue of the Spirit of Sport, Volume 8, Issue 2.

For more information on USADA's grant program for research, see: www.usada.org/what/research



Do You Pay Attention to all of the Rules of Sport?

Rules governing sport, both on and off the field of play, are in place for a variety of reasons. They give consistency and ensure integrity in competition. They also protect competitors' health and well being. Do you ever find yourself not paying attention to some of those rules outside of the playing field?

The young, talented golfer, Michelle Wei, was recently disqualified from the LPGA State Farm Classic for failing to sign her second round scorecard. Michelle's oversight of this rule crushed her hopes to be a top contender in the tournament. Sometimes athletes think that because they don't take substances to enhance their performance, they don't need to pay attention to those anti-doping rules which govern sport.

Anti-Doping rules are in place to protect the health of athletes, and to ensure integrity and fair play in sport. As such, there is an approval process in place for when athletes need to take medication that is prohibited in sport. If you're reading this, you probably already know about the Therapeutic Use Exemption (TUE) process which provides athletes an opportunity to receive approval to take a necessary medication.

But, you might not know that there have been recent incidents where athletes are serving sanctions for using prohibited medication for which they could have sought a TUE, but failed to do so.

USADA does not practice medicine. Our purpose is to manage the anti-doping rules for sport and we want to ensure that all athletes prevent avoidable anti-doping rule violations. Please use USADA's drug reference resources and make sure that you:

- Work with your physician to manage any health conditions requiring medication.
- Always check to see whether your medication is permitted or prohibited.
- Use the TUE process to apply for an exemption to use a prohibited medication.
- Go to USADA's Drug Reference resources at the following link:

http://www.usada.org/misc/drug_information.aspx

Please take the time to stay up-to-date on these important anti-doping rules. Protect yourself and your right to safe and clean competition!



WHO SAID IT?

"Be strong in body, clean in mind, lofty in ideals."

(Answer on back page)

TECHNICALLY SPEAKING:

Corticosteroids? What are those?



Steroids. A drug that we all know is an anti-doping no-no, right? Well, not exactly. There are two types: anabolic steroids and corticosteroids. Anabolic steroids are prohibited and are the ones that have made media headlines for several sports, Olympic and otherwise. On the other hand, corticosteroids are used to safely treat 25 to 30 different medical conditions. They reduce inflammation and can be used topically, inhaled, injected, or ingested orally. None the less, corticosteroids are part of the In-Competition testing menu. Athletes who use them need to know the rules about their use.

Topical uses of corticosteroids include ointments to treat rashes, eczema, and allergic reactions on the skin. They are also used as eye and ear drops to treat eye and ear irritations. Inhaled corticosteroids are used for treating chronic asthma and other lung irritations.

Because corticosteroids help to reduce swelling and the irritation from swelling, they are used orally and by injection to quickly treat allergic reactions to food such as peanuts or shellfish. Oral and injectable corticosteroids are also used to treat immune reactions in the body and autoimmune diseases such as some blood disorders, lupus, nephritis and hepatitis.

Corticosteroids are sometimes injected to reduce inflammation in a small localized area. These local, intra-articular injections can reduce irritation in the knees, for example, when injected into the joint. When injected around a tendon, they can ease pain and reduce inflammation.

You might wonder why these substances are prohibited if corticosteroids are so useful in treating common medical conditions. Substances added to the WADA prohibited list must meet two of three criteria:

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The Training Room

Attention Coaches and Trainers: New WADA Standards Are Coming

On January 1, 2009, athletes will have to follow the new WADA International Standards that were released this spring. Coaches and trainers must understand how this new standard affects their athletes. With everything else there is to keep track of, how can coaches and support personnel help athletes be ready for the new standards?

1. Help athletes understand that the WADA changes affect athletes in every country, not just US athletes. These standards mean that the playing field will be more level.
2. Encourage athletes to find out what they must do to comply with the procedural and TUE changes affecting them. USADA has the duty to enforce the new standard

and will be providing several avenues for athletes, support personnel, and NGB's to get accurate and timely information about the new standards.

3. Help athletes search for specific information through USADA and its website, www.USADA.org. Also support athletes who wish to provide feedback on the changes to WADA, their international federation, or the USOC.
4. Because coaches and trainers have the most influence on athletes when it comes to clean competition, a positive attitude toward compliance with the new standards will help make the transition go smoothly. Coach and staff attitudes in the

locker room will be mirrored in the team. Helpful attitudes will discourage athletes from taking shortcuts in their testing responsibilities, shortcuts which could lead to athletes being ineligible for competition.

Change is part of sport just as much as it is part of life. The changes to the WADA International Standards are the product of a working group made up of representatives from various countries, NGBs, and sports. As doping control grows more sophisticated, we can anticipate more changes. It is just part of the job and critical to the preservation of clean sport.

Corticosteroids

continued from page 5

- They can be performance-enhancing;
- They can have negative health consequences;
- The use of the substance is against the spirit of sport.

When abused, corticosteroids meet all three criteria. Performance can be enhanced by reducing pain and enhancing recovery time for an athlete who has been training or competing hard. They can also provide an unfair advantage in an extended endurance event. And finally, enhancing performance and hurting your health are clearly against the spirit of sport.

Long term, systemic use of corticosteroids can negatively affect an athlete's health. They can change the body's own ability to produce corticosteroids which are essential to maintain the health of the body. Medical conditions that can result from the body's reduced production of corticosteroids include Addison's disease, weight loss, weakness, fatigue, abdominal pain, and fever. According to Dr. Richard Hilderbrand of USADA, "It is dangerous to manipulate the body's corticosteroid production. Just two weeks of systemic corticosteroid use can cause damage. Some of the effects are reversible, but after an extended period of use, there may not be a full recovery."

Nevertheless, under certain circumstances and to treat conditions, corticosteroids may be utilized.

Because doping control tests during competitions screen for corticosteroids, it is important that athletes understand which uses are allowed and which require a Therapeutic Use Exemption (TUE). Corticosteroids are not on the menu for Out-of-Competition (OOC) testing, but they must be clear of the body by the time of competition. If any inhaled, oral, or injected corticosteroids are in the body at the time of competition, the result could be a doping violation, unless an athlete has a TUE.

Here are the general guidelines for corticosteroid use in competition:

- All topical uses of corticosteroids are allowed.
- Inhaled corticosteroids require an Abbreviated TUE for competition.
- Local, intra-articular injection of corticosteroids for a minor condition requires an Abbreviated TUE.
- The systemic use (oral or intra-muscular injection) is prohibited; such a use requires a Standard TUE.

Getting an Abbreviated TUE takes very little time. "It is almost automatic," says Hilderbrand. A Standard TUE requires a letter from the physician involved and advanced approval, unless the medication is used in an emergency. Approval can take 2 to 4 weeks.

When corticosteroids are used in an emergency, such as to treat an allergic reaction, the athlete must file an Emergency TUE form after the treatment has occurred. Athletes may compete when they have had an emergency treatment of corticosteroids and have filed an emergency form, but they must understand that their compliance will not be determined by the time of the competition. When athletes have had medical documentation to support the Emergency TUE submission, there have been no problems with granting exemptions after-the-fact.

The most common mistakes athletes make with corticosteroids involve not filing the paperwork after an emergency treatment or when using an inhaler or receiving an injection. When athletes have prescriptions and physician-monitored uses of corticosteroids, they sometimes forget that they must file a TUE.

Another type of mistake athletes make is not asking enough questions. According to Dr. Hilderbrand, "When athletes are under a physician's care, they may not pay enough attention to the health risks associated with a particular treatment compared to the possible gain. For example, athletes should ask about what other treatments besides corticosteroids could be used to reduce pain."

For more information about permitted and prohibited drugs, please contact the USADA Drug Reference Line at (800) 233-0393 or visit USADA's Drug Reference Online at www.usada.org/dro.

Answer to "Who Said It?"...

Dr. James Naismith

An educator and a leader, Dr. James Naismith is best known as the inventor of basketball. He was dedicated to developing character through sport, and devoted to serving society. For more information on Dr. James Naismith, visit www.naismithmuseum.com.

TAKE A STAND AGAINST DOPING!

Contact USADA at (877) 752-9253 if you suspect the integrity of your sport is being compromised by doping.



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