

JADA NEWS.

FOR THE REAL CHAMPION

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JADA Athlete Committee Koji Murofushi pledges that Team Japan will play true in London 2012

“Play True, the Real Champion”

Koji Murofushi, Gold medalist of 2004 Athens Games and World Hammer Throw champion, committed to play true in London

As his 4th Olympics in London, he highlights the significance of the spirit of sport in the London 2012 Games. Koji mentioned that “I would like to say YES! to the spirit of sport, and for sure an absolute NO to doping in any sport”.

He is actively promoting the anti-doping activity in Japan and across the world.

Koji Murofushi was upgraded and received a gold medal after a positive case and the disqualification of the initial gold medalist in Athens in 2004. Koji was then famously quoted: “I believe there is fundamentally an important thing when we see the Olympics or any sport. I would like to send my heartiest gratitude to the IOC, WADA and the JOC for their support in ensuring the level playing field and their continuous fight against doping in all sports.”

“Inspiring young generation through the power of sport is our responsibility” - Koji Murofushi

Touching on the current review of the World Anti-Doping Code, he stresses the importance of athletes’ engagement in the consultation.

Koji mentioned “I think that all athletes should fulfill their responsibilities in terms of filing the whereabouts via ADAMS and ensuring the liability of intake of any food. For this, it is important that the athletes play a role in the revision process as we would be most affected.”

“We can play fair in the Olympics and in our sport with the standardized and harmonized activity in place by the anti-doping agencies like JADA.”



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Koji completed a Ph.D. in Biomechanics from Chukyo University for which he also serves as an associate professor. He was awarded the International Fair Play Award for the IAAF World Championships, in Daegu in 2011. He believes in inspiring people through the power of sport, especially the young athletes, and he feels that he has been inspired with the support and power of people.

For London 2012, Koji called for the cleanest games ever ensuring all of his teammates to play an indispensable and active role in showing their spirit of “Play True.”

Koji stressed that, “It is our collective responsibility to educate the next generation by showing our best of our ability through hard training and dedications.”

“Be true to yourself, and be the real champion.”

5 Doping Control Officers in London

JADA's International DCOs will again be serving for the Olympics and Paralympics this summer

5 International DCOs from JADA will work for the Games of XXX Olympiad and Paralympics in London. Responding to the international request by the London Organizing Committee of the Olympic and Paralympic Games (LOCOG), JADA nominated five DCOs, all of whom were selected after successfully completing the thorough exam and interview by LOCOG.

When the LOCOG Chair Lord Sebastian Coe visited the JADA Office on the 29th of February this year as part of his two-day promotion trip to Japan, he met JADA CEO Shin Asakawa, along with his staff members, Ayako Abe who will serve as an IDCO during the London Games. Lord Coe expressed his gratitude to JADA's engagement and thanked them "for ensuring the cleanest games with us."

During the Vancouver Olympic and Paralympic Games in 2010, 5 DCOs joined the international team. For the 2008 Beijing Olympics, Chika Hirai, JADA's Testing Group senior manager, joined the outreach program by the World Anti-Doping Agency.

For the preparations of the 1st Youth Olympic Games in Singapore, JADA assisted the Anti-Doping Singapore organization to build up its capacity and its activities during YOG. For the upcoming 27th Southeast Asian Games (SEA Games) in 2013, JADA members conducted the DCO training session last year in Myanmar and continue to assist Myanmar in preparations for the games.

JADA will continue its engagement in the development of DCO officers and anti-doping administrative staff in Asian region.

Shin Asakawa, who served as an IDCO for the World Games in Kaosiung in 2009 and conducted various training and education sessions in Asia, mentioned, "It is our honour to send five JADA's DCOs to London this summer during the Olympics and Paralympics. Our mission is to promote the anti-doping program collaboratively and make use of our strengths for collectively ensuring a level playing field."

JADA team members will depart to London on the 13th of July, towards the end of the Paralympics.



Chika Hirai, Vancouver DCO Team in 2010

JADA-AAA-IAAF joint Anti-Doping Outreach

Asian Jr. Championships, Colombo Sri Lanka

At the 15th Asian Junior Championships held in Colombo, Sri Lanka, on the 9-12th of June 2012, the Asian young athletes had the opportunity to learn the values of "Play True."

Members of the Japan Anti-Doping Agency assisted in the delivery of the Anti-Doping Outreach Program during the event with the Asian Athletics Association (AAA) in support of the International Association of Athletics Federation (IAAF).

The AAA implemented the Anti-Doping Outreach Program for the first time at the Kobe Asian Athletic Championships in 2011, in which the JADA members were part of the launching team.

Dr. Janice Khoo, Medical Delegate of AAA, was delighted with the cooperation from the JADA:

"The JADA Anti-Doping Outreach programme was undoubtedly a very valuable initiative to educate the young Asian Elite athletes on the 'No-Drugs, Play True' tag lines. The team at the same time succeeded in creating an awareness of the presence of drugs and the importance of

good nutrition while playing sports to many young impressionable young athletes whose habit is best cultivated from an early age."

"This has definitely been a good move by JADA to collaborate through working with the AAA and IAAF officials to promote fair play in sport as well as impart the anti-doping message."

Dr Janice Khoo, Medical Delegate AAA

Dr. Gabriel Dollé, Director of the IAAF Medical and Anti-Doping Department said: "The collaborative work with AAA and JADA was the ideal anti-doping educational opportunity for young athletes and creating awareness of the issues from the early stage of their careers. We were pleased to have JADA on site to assist in this program".

Daisuke Kobayashi, JADA Education Group senior manager said, "To be honest, I was quite surprised that some junior athletes did not really hear about 'doping in sport' since they had not had the chance before. Now, I am happy with the successful partnerships that have reached out to the young athletes."

350 junior athletes, coaches and supporting staff experienced WADA anti-doping Quiz, as well as getting to know where to find information such as WADA's "Danger of Doping" and IAAF's "Nutrition in Athletics"





"JADA's Sports Pharmacist System is evolving. More certified pharmacists train and qualified, the wider possibility for the athletes to access professional knowledge in anti-doping across Japan."

Prof. Hidenori Suzuki
JADA President



1,300 Applicants for Sports Pharmacists in 3rd Year

The "Basic Seminar" for JADA's Sports Pharmacist System was held over 3-days in June in Sapporo, Osaka and Tokyo. The final session at Tokyo Big Sight was attended by 645 pharmacists, while in Sapporo and Osaka sessions in the previous weeks saw around 630 future sports pharmacists.

On the Olympic Day, JADA President Professor Hidenori Suzuki gave an opening remark to the attendees at the Tokyo session and encouraged them saying, "The role of sports pharmacists is essential to protect the athletes and sport. It is imperative that the athletes, supporting personnel and parents can access the appropriate information on medicine and drugs whenever necessary."

At the seminar, the details of the 2012 Prohibited List and TUE were explained. Dr. Kasashi, JADA's committee member for this programme, stressed the responsibility of sports pharmacists is "to provide the appropriate and objective information to the athletes and to those who are seeking information so that they can make the appropriate decision by themselves."

The activities of the sports pharmacists at the 2011 National Athletic Meet (called Kokutai) undertaken in Yamaguchi prefecture, were introduced.

The Pharmacist Association of Yamaguchi set up a 24-hr hotline before and during the competition and had around 170 queries, about 8-calls per day on average. They also joined the JADA's Outreach Program.

At the end of the Tokyo session, Megumi Ikeda, an JADA Athlete Committee member, thanked the dedications of newly applied pharmacists to the protection of the athletes and the promotion of clean sport. Megumi stressed that "as an athlete, it is such a relief that qualified sports pharmacists can answer to our questions with the right information."

"JADA ensures the safeguard of the athletes by providing this program. I would like to thank all of the sports pharmacists for their commitment in our play true activity."

Started in 2009, the JADA Sports Pharmacist System is aimed to certify qualified pharmacists after completing basic and practical session on anti-doping and exams.

The objective is 'One Sports Pharmacist at any local pharmacist - accessible anytime, anywhere across Japan.'

Stronger partnerships NFs-JADA

“JADA Anti-Doping Seminar 2012: National Federations”

More than 130 staff members of the National Federations of Sport and Prefectural Sports Association gathered on 25 June 2012 at the Ajinomoto National Training Center (NTC) of Japan for the "JAPAN Anti-Doping Seminar 2012: for National Federations."

JADA holds this seminar twice a year in order to effectively share the anti-doping updates. The JADA committee chair Dr. Fumihiko Yamasawa

made an opening remark and stressed that "this is such a valuable opportunity to listen to the recent update of the anti-doping programme, especially before the London Games."

JADA members illustrated the development of anti-doping activity, including the World Anti-Doping Code review. The possible areas of collaboration were highlighted with the NFs for promoting the education programme.

JADA 10th Anniversary, News Letter newly issued!

JADA: A Decade!

The 10th anniversary ceremony was held on the 20th of February. In attendance was Mr. Tenzo Okumura, Minister in charge of Sports, the Hon. John Fahey AC WADA President and Mr. David Howman WADA Director General, WADA Athlete Committee members, WADA senior management staff, Dr. M. Jegathesan, chair of the Medical Committee & Anti-Doping Commission of Olympic Council of Asia (OCA), as well as 34 Asian anti-doping members, and more than 200 distinguished guests from Japan.

At the ceremony, President of WADA Mr. John Fahey congratulated JADA that "I am delighted to be here in Japan to help recognize the good work of JADA and the strong anti-doping messages it delivers to athletes within its own country and across the wider Asian region."

"Japan and JADA have been significant supporters of WADA since it was set up back in 1999" and presented the plaque to mark

JADA's 10th anniversary to Prof. Hidenori Suzuki, JADA President.



JADA is evolving - we are determined to the continuous improvement of its programme as a 'Kaizen' spirit.

JADA is now newly introducing a quarterly "JADA NEWS Letter: for the Real Champion" to introduce some of its activities!

JAPAN ANTI-DOPING AGENCY

c/o Japan Institute of Sports Science, 3-15-1 Nishigaoka, Kita-ku, Tokyo 115-0056, JAPAN
T +81 3 5963 8030 / F +81 3 5963 8031 / media@playtruejapan.org
<http://www.playtruejapan.org/>
<https://www.facebook.com/pages/Japan-Anti-Doping-Agency/122700971113230>