

JADA NEWS.

FOR THE REAL CHAMPION

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Mission Completed.

JADA's 5 International DCOs @ London 2012

JADA successfully completed the mission in London 2012 Olympic & Paralympic Games.

Five of JADA's international Doping Control Officers served for the London Organizing Committee of the Olympic and Paralympic Games (LOCOG) and they were placed at different venues in an exciting multi-national DCO team.

Ayako Abe, JADA's testing group manager, was at Weymouth Sailing venue during the Olympics and she reflected upon her experience this summer saying that, "it was excellent to be part of the multi-national team led by the local station manager and chaperon team leader. The DCO teammate came from different parts of the UK and Ireland and one was from Kazakhstan.

Even a little issue or differences in practice at the Doping Control Station was discussed in detail, ensuring there was a consistent process in place in light of the international standards."

After working at the Vancouver 2010 Olympic Games, she enjoyed the London experience more saying, "it was for sure differently organized from the previous 2010 winter Games, however the professionalism and commitment of the team drove us to work closely and collaboratively." ►

For the strengthened program with London Experience

► JADA sent the International DCOs to the Vancouver Winter Games and to various multi-sport events in Asia. JADA nominated this time five DCOs, all of whom were selected after successfully completing the thorough practical exam and interview by LOCOG.

“We can learn from London experience to strengthen our program” - Shin Asakawa, CEO



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Shin Asakawa, JADA CEO, stated that, “it was our honor to send our DCOs to London 2012. This was an invaluable opportunity for us to collaboratively share the responsibility for ensuring the clean games. We can learn from their experiences to strengthen our program in Japan and better prepare for upcoming international competitions held across Japan.”

Government in a fuller support of Play True activity: London 2012

Mr. Tenzo Okumura, the Minister in charge of Sport of the Japanese Government, advocated the proactive activity undertaken during the games during his visit to the London Olympic Games.

He visited the UKAD office and met the senior officials on August 1st, 2012. Mr. Andy Parkinson, UKAD CEO, explained to Mr. Okumura how they organized the pre-competition testing before the London Games at the non-accredited venues.

He praised their leading role in the fight against doping in sport with the intelligence function implemented. He mentioned that he would hope that the Games be the cleanest one and that all the athletes feel confidence in the anti-doping program in order to ensure their best performance.

Mr. Shinichi Yamanaka, the Vice Minister from the Japanese government with the sport portfolio (Ministry of Education, Culture, Sports, Science and Technology, MEXT), also followed the minister to visit the London Olympics and took another opportunity to meet the UK Anti-Doping officials.

Both officials shared their view on the significance of the education programme when athletes are still youths. Mr. Yamanaka explained the introduction of anti-doping to high schools as part of the national curriculum and that this values-based education will further be available to the younger generation.

Support for WADA “Say No! to Doping” Outreach Centre: Ministers Visits

As part of his visit, Mr. Okumura visited WADA’s Outreach Centre, which was located inside the dining hall of the Olympic Athletes Village.

Mr. Okumura, WADA’s Executive Board member, met the team of anti-doping experts from the anti-doping community and was greeted by WADA’s Senior Manager Athlete Relations and Communications, Ms Stacy Spletzer-Jegen.

The two senior officials from the government of Japan also visited the Outreach Centre when they visited the Village.

The former minister in charge of sport, Mr. Kan Suzuki, and Vice Minister Mr. Shinichi Yamanaka met Ms Spletzer-Jegen who explained how Outreach was successfully organized inside the Village with the a fun and engaging atmosphere.

They were given an explanation about the way the Outreach Centre functions, especially for raising the awareness of those athletes and entourage who would be hard to be reached otherwise.

“Building a PlayTrue-mind from early years is the most important.”

Mr. Kan Suzuki
Former Minister in charge of Sport

Mr. Suzuki commented the significance of reaching out to the athletes from the younger age and growing the “PlayTrue-mind”.



JADA@NADA

Sharing ideas at London 2012

Anja Scheiff, Ph.D., pharmacist at the National Anti Doping Agency of Germany (NADA), and YaYa Yamamoto, Ph.D., JADA senior manager, met during the London Olympic Games to talk about their activities.

In collaboration with the Federal Union of German Associations of Pharmacists (ABDA), NADA set up a pharmacy at the German House (Deutsches Haus). Anja Scheiff explained that NADA was there to be available for general pharmaceutical issues and questions on the prohibited substances and anti-doping activities.

She said, "NADA being at both Olympics and Paralympics is very important for the athletes and the general public who visit the German House in order to raise awareness of anti-doping and NADA's activities. Thanks to ABDA's support for this great project."



YaYa Yamamoto explained to her about JADA's "Sports Pharmacist Program", the certified pharmacists' certification whose knowledge is specialised around anti-doping. Thus, sports pharmacists can provide a day-to-day support to the athletes and the public.

Both agreed to continue exchanging information for developing better practice and programme.



Hirokatsu Tayama (right), three-time Olympian and participated in London 2012, with high school triathletes - 14th National High School Challenge Triathlon

"I was very encouraged that the top high school triathletes have a high aspiration for excelling without doping. They listened to me well and it was such an important attitude as a future Team Japan athlete."

**JADA On Road
"PlayTrue Family"!**
Reaching out to young athletes



Daichi Suzuki, WADA & JADA Athlete Committee, at the JOC National Junior Olympic Cup

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