

# ANTI-DOPINGNORWAY



**CLEAN SPORT  
EQUAL OPPORTUNITIES**

OCT  
2017

**ANTI-DOPING NORWAY**

**Front page picture:** iStockphoto | **Design:** FRAKK Design | 1st edition

## THE CEO'S REFLECTION

*Doping occurs at all levels in our society, irrespective of gender and age. The motivation for doping may vary from money, medals and prestige, to simply a desire to achieve a toned, muscular body. Irrespective of the reasons, the consequences can be devastating and the health risks are enormous.*

Anti-Doping Norway (ADNO) deals with doping issues in a broad perspective. We want to protect clean athletes by giving them the opportunity to compete on equal terms, and we also continue to highlight the fight against doping in society and the problems doping causes for young people.

We want to promote healthy exercise and discourage the trend observed at several gyms and training environments, where looks and a toned body are the motivating factors for the exercise.

To facilitate clean sport and promote gyms where youth can practice their sport and physical exercise in a healthy and safe environment, it is necessary to communicate knowledge about the negative consequences of doping. This knowledge will be an important factor when values and attitudes are formed, and can encourage young people to refrain from doping if ever presented with the choice.

”  
**ADNO PROMOTES HEALTHY  
AND SOUND EXERCISE**  
”

The anti-doping structure in Norway and ADNO's core operations are presented in this folder with the intention of providing the reader with an understanding of how we work to reach our vision:

**Clean sports. Equal opportunities.**



*Anders Solheim*

**ANDERS SOLHEIM**

CEO

# THE NORWEGIAN ANTI-DOPING STUCTURE

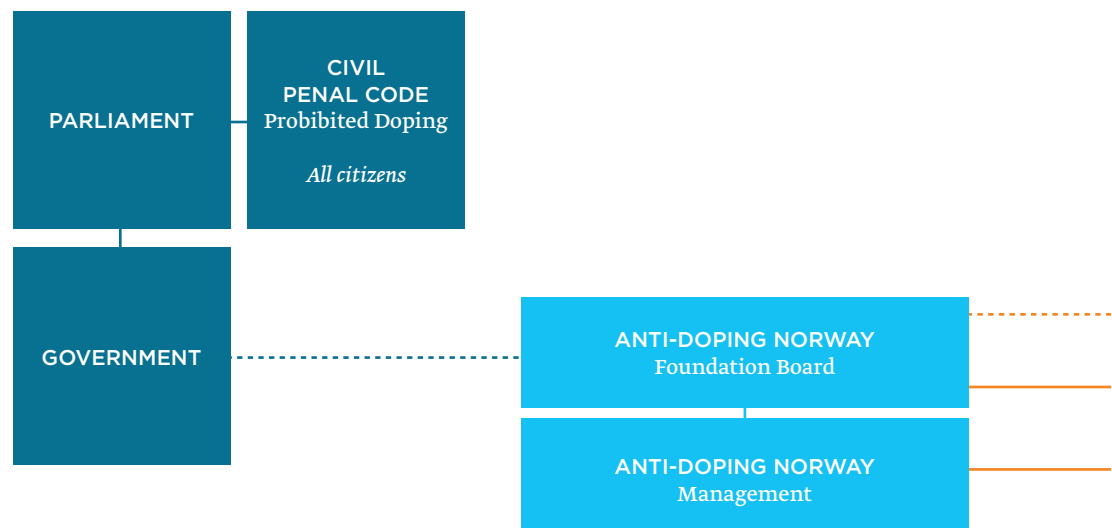
*The anti-doping structure in Norway is built on the principle of a separation of powers ensuring trust and confidence in a transparent system.*

## The anti-doping rules in society

The Civil Penal Laws, established by the Norwegian Parliament, address anti-doping rules applicable to the public of Norway.

## The anti-doping rules in sport

The anti-doping rules in sport are established by the General Assembly of the Norwegian Olympic Committee and the Paralympic Committee and Confederation of Sport (NIF) and developed in accordance with the requirements of the World Anti-Doping Code. The assembly meets every 4 years. The NIF rules are approved by WADA as Code Compliant, and apply to the NIF district associations, national sports federation, national sport clubs, athletes who are members of the sport clubs and the athlete’s entourage.

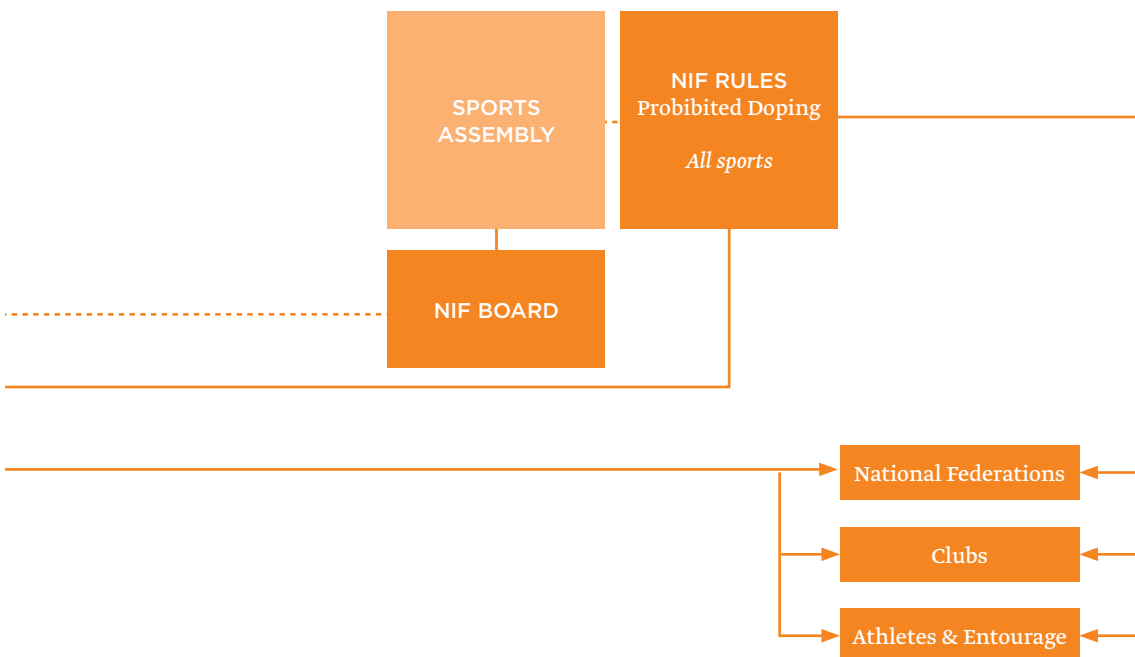


**FIGURE 1:** The Norwegian Anti-Doping Structure.



### The national anti-doping organisation

Anti-Doping Norway (ADNO) was established by the Ministry of Culture and the NIF with the purpose of separating doping controls from organised sport and the Government. ADNO is the national anti-doping organisation, as described in the World Anti-Doping Code (WADC), given the powers to act independently without being instructed in their operations. The members of the Foundation Board of ADNO are appointed by the founders for a period of maximum eight years and they must be independent and with no conflict of interest with either the government or the sport sector.



# THE ADJUDICATION COMMITTEE AND APPEAL COMMITTEE IN SPORT

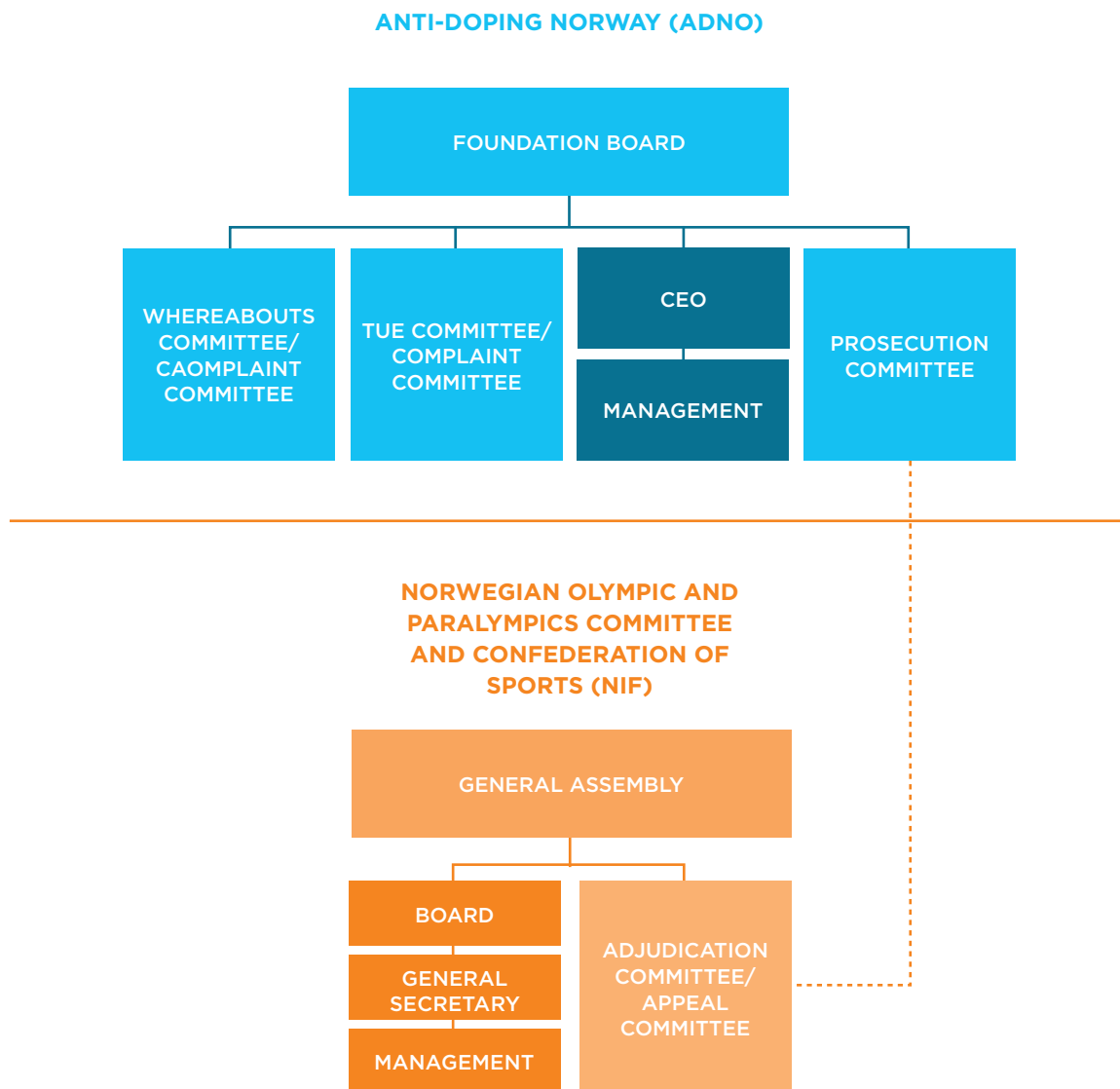
*The Adjudication Committee and Appeal Committee are established by the General Assembly of NIF.*

The members of the Committees are appointed by the General Assembly of the NIF. The members are empowered to make decisions in doping cases in organised sport and cannot be instructed in their decisions. To protect the athletes and ensure that the correct rule of law is applied, the members of the Committees are active judges in the Norwegian District Courts or the Norwegian Courts of Appeal. Decisions must be made in accordance with the NIFs rules.

Decisions from the NIF Adjudication Committee can be appealed to the NIF Appeal Committee. Top level athletes can appeal directly to the Court of Arbitration for Sports (CAS).



Athletes competing in the World Biathlon Championship in Holmenkollen in 2016. Photo: NTB Scanpix



**FIGURE 2:** Illustrating the independence of the Adjudication and Appeal Committees

# THE FOUNDATION ANTI-DOPING NORWAY

*Anti-Doping Norway (ADNO) was established as a foundation in 2003, with the main objective to protect the clean athlete and contribute to a doping-free society.*

ADNOs vision “Clean sport. Equal opportunities” provides the basis for all its efforts. Activities are directed towards society and the sport sector using information, preventive efforts, doping control and investigations. Anti-doping is encouraged in the international arena. Research initiatives on topics related to anti-doping are promoted.

The Ministry of Culture funds the anti-doping activities directed towards organised sports, while the Ministry of Health and Care Services funds the activities directed towards society at large. The foundation also has income from anti-doping services to other national and international organisations, within and outside of organised sports.

## Committees appointed by ADNO

The Therapeutic Use Exemption (TUE) Committee is given the authority to review and decide TUE applications and cannot be instructed in its decisions. Members are physicians and experts in their fields. They must be independent in their decisions. They also have within their mandate an obligation to advise the management in medical questions.

The Whereabouts (WA) Committee is given the authority to review and decide possible WA failures and cannot be instructed in its decisions. Members are lawyers and retired top-level athletes. They must be independent in their decisions.

Complaints about decisions in the TUE Committee and the WA Committee are forwarded and handled by separate Complaint Committees, appointed and organised similarly to the TUE and WA Committees.

The Prosecution Committee is given the authority to review and decide possible rule violations. The committee is further described on page 12.



## THE FOUNDATION »

- There are close to **40 employees** working at the office and **70 part time** employees working in the field with doping controls, prevention in sport and prevention directed towards the local community.







## DOPING CONTROL

*An extensive and targeted testing program is important, but insufficient in our quest for protecting clean sport. Biological profiles and investigation have been introduced over the last years and have become a powerful part of doping control.*

ADNO aims to continuously maintain a world leading doping control program. ADNO has jurisdiction to test close to 2 million athletes of all ages and levels in organised sport in Norway, with 2500 of these athletes being defined as top level athletes. ADNO collects more than 3000 samples annually. Both blood and urine samples are collected, depending on the intended analysis.

ADNO aims to detect and expose possible doping by targeting the best athletes competing at the top national and international level. Some athletes competing at lower levels are also tested, as it is believed that doping testing has a deterrent and preventive effect. By using the Athlete Biological Passport (ABP) program, ADNO can directly and indirectly detect doping by tracing individual variations in an athlete's biological profile. These profiles can also provide information to further monitor athletes in the testing program. The ABP-program is administered by the Nordic Athlete Passport Management Unit (NAPMU), established by the Nordic NADO's.

The very best athletes from sports identified with a bigger risk of doping out-of-competition, particularly due to the physiological requirements of that sport, are identified as Registered Testing Pool (RTP) athletes. These athletes must provide whereabouts guaranteeing their availability for testing for one hour every day.

More resources are directed towards intelligence and investigation, so as to strengthen the protection of clean athletes.

ADNO believes in the importance of building relations with Stakeholders outside organised sport, such as the Police and Customs. Such cooperation facilitates a good dialogue, flow of information and sharing of competence and knowledge.



ADNO collect more than 3000 samples annually as part of the national testing program. The samples are analysed at the Norwegian Laboratory for Doping Analysis accredited by WADA. **Photo: Stian Schlösser Møller**



## THE PROSECUTION COMMITTEE

*ADNO's Prosecution Committee is empowered to dismiss a case or bring the matter before the independent Adjudication Committee for decision.*

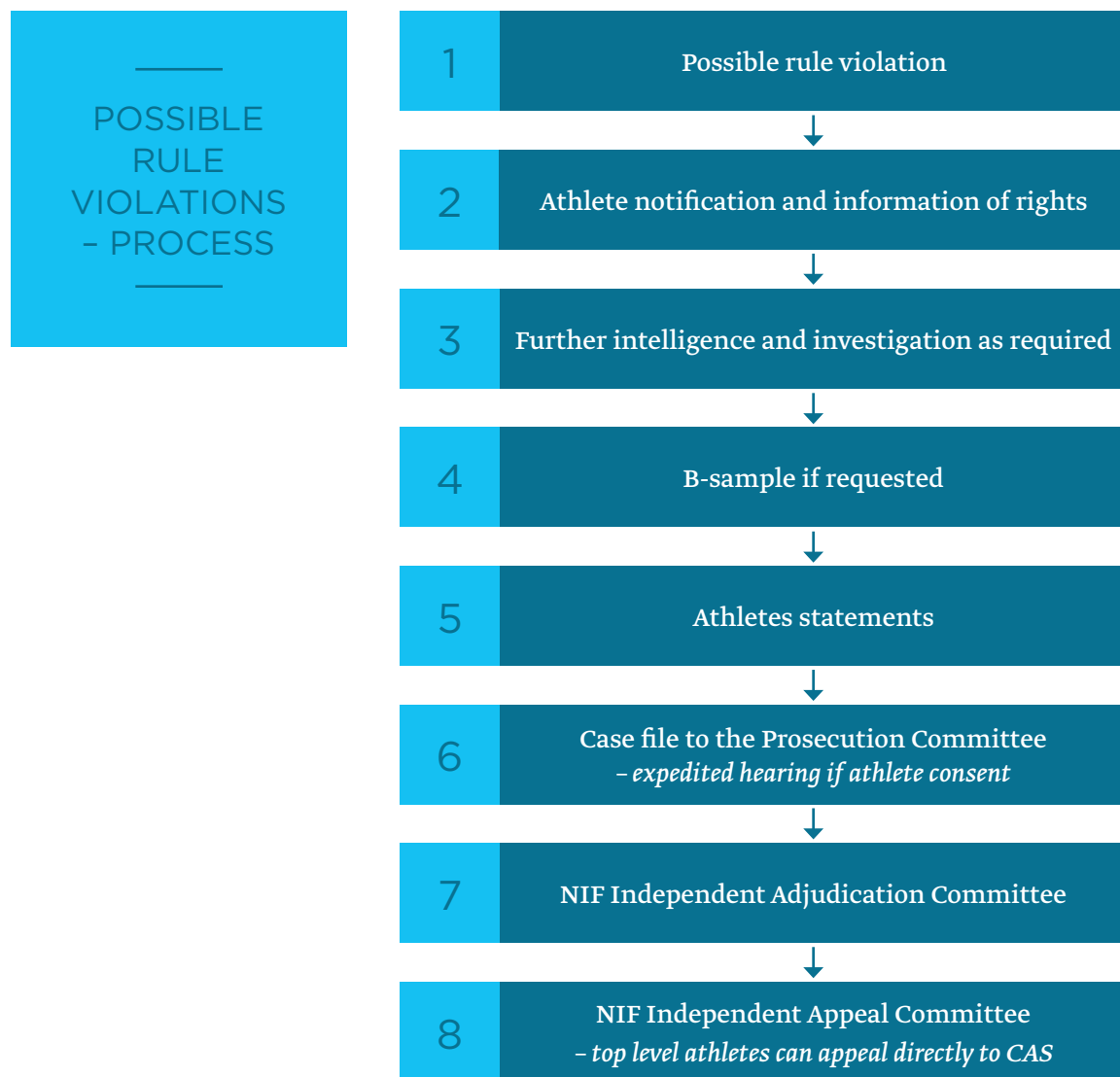
The members of the Prosecution Committee are appointed by the Board of ADNO, and cannot be instructed in their decisions. The members of the Prosecution Committee possess legal, medical and pharmaceutical competence.

The Prosecution Committee has, among its powers, the responsibility to dismiss or prosecute a case, and to determine if a case should be appealed or not. If the athlete admits to the facts and agrees to an expedited hearing, the Prosecution Committee can pass a sentence in a case without a review from the Adjudication Committee.

The number of anti-doping rule violations within organised sport varies from year to year. The typical number of cases per year is between 10 and 20.



Prosecutor Niels Kiær meeting the press after the second day of the Therese Johaug hearing in January. **Photo: NTB Scanpix**



**FIGURE 3:** Illustrating the process in doping cases



#### INTERNATIONAL INVOLVEMENT

- Norway was one of the first countries to sign the UNESCO Anti-Doping Convention.
- In cooperation with WADA, ADNO assist Kenya in their efforts of establishing Code compliant anti-doping structures and programs.

Special Advisor Rune Andersen during a press conference with the President of the International Association of Athletics Federations (IAAF), Sebastian Coe. Andersen has chaired the IAAF Task Force established for reviewing the re-introduction of Russia Athletics into international competitions. **Photo: Reuters/Scanpix**



## INTERNATIONAL COMMITMENT

*ADNO is committed to participating in the effort to ensure that athletes can compete on equal terms in international competitions.*

ADNO has been engaged in international anti-doping efforts for decades with the aim to enable clean and fair competition for athletes around the world.

ADNO advocates the development and improvement of international anti-doping efforts. We assist and support the World Anti-Doping Agency (WADA) in their efforts and cooperate with other Anti-Doping Organisations. We organise and participate in International Conferences and Seminars to raise awareness, knowledge and competence, and for the exchange of experience with other Stakeholders.

ADNO believes in protecting clean athletes, by strengthening the monitoring and supervisory bodies, and encouraging independent and competent hearing panels exercising open and transparent hearings.

ADNO has, for a long time, assisted other NADO's in establishing anti-doping structures and programs in accordance with the requirements of the World Anti-Doping Code. Advocating anti-doping in other countries can be challenging, but we believe it is necessary and important to share our knowledge and experience with other NADO's and support their efforts to become Code Compliant.

At ADNO, we believe it is important to exchange knowledge, competence and experience on the governmental level as well as on the practical level in the international environment, and we have a long tradition of participating in different international forums. We assist the Ministry of Culture in its cooperation with ten other nations assembled in the international Anti-Doping Arrangement (IADA), and we engaged in the establishment of the Institute of the National Anti-Doping Organisation (iNADO). The CEO of ADNO, Anders Solheim, was re-elected as Chair of the Anti-Doping Convention Monitoring Group in the Council of Europe in 2016.

Two Norwegian Ministers of Culture have been elected to represent European Governments at the WADA Executive Committee in 2015 and 2016. One of these, Linda Hofstad Helleland, was elected Vice-President of WADA in November 2016.



# RENHELT HELTREN



ADNO assist the Norwegian national federations in their anti-doping efforts with different programs and activities. “Clean National Federation” is becoming a popular anti-doping program assisting the national federations in their efforts.



ADNO's dedicated lecturers inspires in excess of 25 000 people in more than 500 presentations annually. The picture on the left is from our joint information stand together with WADA during the 2016 Youth Olympic Games in Lillehammer. **Photo: Anti-Doping Norway/Lofotposten**

## THE CLEAN CONCEPT

*ADNO is focusing on preventive measures aimed at the sport sector as well as the public at large, with the focus on youth and training environments.*

### Clean sport

The sport sector must communicate a clear and clean message. National Federations in Norway are responsible for the development and implementation of their own anti-doping education and prevention programs. ADNO aims to be the driving force, promoting clean sport and assisting sport environments in their communication to athletes and their entourage. National Federations, Sports Clubs and regional Sport Bodies have established tailor-made anti-doping programs and activities to promote and influence attitudes and values with the assistance of ADNO.

NIF has developed and established an action plan against doping, providing guidance and directions for Norwegian sports organisations.

ADNO has developed several contemporary “Clean” programs, targeting different audiences, for use by sports organisations in their anti-doping efforts. “Clean National Federation”, “Clean Clubs” and “Clean Athlete” are offered free of charge and are tailor-made for different audiences.

“Clean Athlete” has been translated to several languages and is known as a “Real Winner” in the International environment.

ADNO believes in meeting athletes, coaches, sports leaders and other sports staff in their own arena, face-to-face, in order to provide knowledge and discuss anti-doping issues at no cost to the sports organisations, athletes and support staff in question.

ADNO educates competent and knowledgeable lecturers ready to teach the audience sound anti-doping values. Educational seminars, with interactive discussions, are tailor-made as part of the qualifying programs to become professional sports medical doctors, sports physiotherapists or other sports medical personnel.



CLEAN  
FEDERATION



CLEAN STUDENT



REAL WINNER



CLEAN SCHOOL



CLEAN CLUB



CLEAN FITNESS  
CENTRE

## A DOPING FREE SOCIETY

*We believe that doping is a part of everyday life for many young people and adults in Norway. Easy access, combined with a lack of pertinent knowledge of the consequences, can encourage the use of illegal and health-damaging doping.*

ADNO intends to address society at large, and particularly youth, when communicating its anti-doping messages.

We are convinced that knowledge is the key to propagating good attitudes and values necessary to discourage doping in society at large. Our competent and knowledgeable lecturers cover all parts of the country and provide factual information and discussion forums, making a difference to their audiences and influencing their decisions.

The “Doping Contact” is a low threshold communication channel for anyone with questions about doping and anti-doping, with a guarantee of anonymity. The Channel is used by people of all ages, representing the population of Norway at large.

“Local mobilization” is a program to be used by employees at local communities, counties, the Police and schools focusing on today’s body ideal and associated doping abuse.

Updated and relevant facts and figures on doping issues are continuously provided by ADNO to young people and to professionals who are affected by doping in their line of duty. We want to be in the lead in our quest to reduce the physical, psychological and social consequences of youngsters using doping substances. This also entails a focus on preventing or limiting the potential damage to the abuser’s families and friends and to the lives of random bystanders.

In our efforts to reach the goal of a clean sport and a doping-free society we need updated, scientifically based knowledge. ADNO supports scientific research. We have established a Science Forum with the objective of stimulating anti-doping-related scientific projects to be initiated in relevant research environments and institutions.





## PREVENTIVE INITIATIVES

- 50 % of the Norwegian fitness centres is working towards becoming and remaining a “Clean Centre”.
- A cooperation between Norwegian fitness centres, the Police and ADNO is being formalised allowing for more competence and greater awareness of doping issues.
- A series of lectures are being conducted annually updating health personnel on anti-doping subjects.

An international conference on doping and public health, organised by ADNO in 2017 with the support from the Ministry of Health, gathered more than 240 participants from 40 Nations worldwide. Pictured: CEO Anders Solheim closing the two day conference.

Photo: Stian Schløsser Møller



## ANTI-DOPING NORWAY 2016-2019

---

### THE MISSION

Anti-Doping Norway strives towards Clean Sport and a Doping Free Society. We want to protect the real winners and promote a healthy training culture.

### THE VISION

**CLEAN SPORT. EQUAL OPPORTUNITIES**

### THE VALUES

See Possibilities | Create Commitment | Pursue Knowledge  
Be Reliable | Show Results | Share Challenges

### THE STRATEGY

**Pledge 1:** We shall be an attractive and professional organisation

**Pledge 2:** We shall have a world leading doping control program

**Pledge 3:** We shall improve the quality of the international anti-doping efforts

**Pledge 4:** We shall be a driving force of the preventive anti-doping programs in sports

**Pledge 5:** We shall coordinate and be a leader in the efforts towards a doping free society

**Pledge 6:** We shall have a research program that is relevant and ensures quality and development

---



@antidopingnorge

More information at [antidoping.no](http://antidoping.no)

Anti-Doping Norway | +47 915 09 765 | [post@antidoping.no](mailto:post@antidoping.no)