



IRB Anti-Doping Ambassadors

Brian Habana (South Africa)

Carla Hohepa (New Zealand)

Felipe Contepomi (Argentina)

George Smith (Australia)

Heather Moyse (Canada)

Humphrey Kayange (Kenya)

James Hook (Wales)

Vincent Clerc (France)

“It’s an honour of course to be an Ambassador. It’s all about keeping an even playing field out there and making sure that everyone is giving 100 percent naturally. For me it’s just about being 100 percent pure Kiwi, a natural talent. Carla Hohepa, IRB Anti-Doping Ambassador”

The IRB is committed to a zero-tolerance policy towards the use of prohibited substances, methods and drug cheats in the Game. This is achieved through its extensive testing and educational programmes across various levels of the Game supported by a regulatory system which is in compliance with the World Anti-Doping Code.

Keep Rugby Clean Website

Following the launch of the IRB’s Anti-Doping website www.keeprugbyclean.com in English, French and Spanish in December 2009, it has proved a great success with a number of resources and further information added in 2010. The website houses the Anti-Doping Regulations, the WADA Prohibited List, Therapeutic Use Exemption process and other information on the sample collection procedure and supplements. There are also educational fact sheets available on Prohibited Substances. The site also contains a number of other resources including quizzes and interactive video modules which are available for Member Unions, players, player support personnel and the Rugby family to download.

The website was used by over 12,300 people from 145 countries and territories in 2010.

Real Winner Interactive Video Education

This is a new addition to the website and consists of five interactive video modules of 5-10 minutes each, produced in six languages: English, French, Spanish, Italian, Russian and Romanian. On successful completion of the five modules users receive an IRB certificate. This programme was successfully introduced at the IRB’s Age Grade tournaments and Women’s Rugby World Cup in 2010 where it was widely endorsed by both players and support personnel.

Outreach Education Sessions

The IRB continues to raise awareness on Anti-Doping through its successful Outreach and *Keep Rugby Clean* campaigns which have been developed and are run in partnership with WADA.

These programmes target players at IRB tournaments around the world and were successfully delivered at the IRB Junior World Championship in Argentina, IRB Junior World Rugby Trophy in Russia and at the Women’s Rugby World Cup in England. Over 500 of the Game’s future Rugby World Cup stars and 300 Women’s players participated in the IRB’s Outreach Education Initiative in 2010.

World Anti-Doping Agency (WADA) Involvement

The IRB maintains a strong partnership with WADA through a number of areas including the *Keep Rugby Clean* awareness programmes. The WADA *In partnership with* and *Keep Rugby Clean* logos were branded on

KEEPING RUGBY

Stars of Rugby Unite To Keep Rugby Clean

For the first time in 2010, the IRB’s *Keep Rugby Clean* campaign welcomed two stars of the Women’s Game to join the Ambassadors programme, joining the likes of Felipe Contepomi of Argentina in promoting a drug-free sport. The new Ambassadors are IRB Women’s Personality of the Year, New Zealand wing Carla Hohepa and Canada flyer and Olympic bobsleigh champion Heather Moyse who were also joined by Sevens star Humphrey Kayange from Kenya in their support of the campaign.

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“First of all I was flattered and I felt really

honoured. I feel privileged to send this message because it’s something I’ve felt strongly about for a long time,” said Moyse.

“The more doping control there is out there and the more apparent it is the more confident I will be that it is a fair game. It’s fair for everybody and if I beat them then I know I’ve beaten them clean and if they’ve beaten me then I know I have nothing to complain about except my own work that’s gone into it.”

Hohepa is equally committed to the programme and sending out the message that there is no place in sport for doping.

The two Ambassadors, along with their teammates and the other participating nations at Women’s Rugby World Cup 2010, plus all the

match and training balls for the Women’s Rugby World Cup, IRB Junior World Championship, IRB Junior World Rugby Trophy, the ANZ Pacific Nations Cup and IRB Pacific Rugby Cup in 2010.

The IRB was again recognised by WADA in 2010 by the selection of IRB Anti-Doping Manager Tim Ricketts to co-chair a WADA Independent Observer (IO) Team that attended the Tour de France. He was responsible for leading a team of doping control experts in observing and reviewing the anti-doping programme of Cycling’s biggest event and compiling a report. The WADA IO report from the Tour de France is available for download on WADA’s website www.wada-ama.org

IRB Test Programme

The IRB conducted 1,288 tests in 2010. The programme consisted of 443 (34%) tests In Competition and 845 tests (66%) Out of Competition.

“The IRB maintained a similar number of tests conducted in 2010 compared to 2009. There was a slight increase in the number of In Competition tests being conducted as a result of Women’s Rugby World Cup and a large number of RWC 2011 Qualification matches (36) being hosted during the year.”

The IRB Junior World Championship, IRB Junior World Rugby Trophy and Women’s Rugby World Cup saw pre-tournament testing programmes occur in participating team’s countries prior to their departures. This was a move away from testing teams on their arrival to the country hosting the tournament and all returned negative results as did the testing during these showcase events.

The IRB operates an anywhere, anytime testing policy and players have been tested Out of Competition at their training venues, gyms, place of residence and while in camp or on tour with their national teams.

IRB Anti-Doping Rule Violations

In 2010 the IRB recorded five Anti-Doping rule violations (Cannabis x 2), (Anabolic Agent x 3) as a direct result of its testing programme.

The following sanctions were applied to the cases that were under IRB result management.

Tonga	Cannabis	5 months
Malaysia	Cannabis	6 months
Ukraine	Anabolic Agent (Stanozolol)	2 years
Kazakhstan	Anabolic Agents (Stanozolol and Trenbolone)	2 years

One case for an Anabolic Agent remains outstanding.

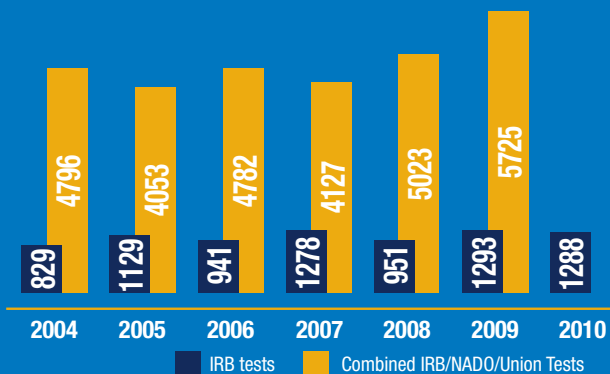
During the period from 2004 to 2010 the IRB has handed down sanctions to 38 players who committed Anti-Doping rule violations. These sanctions are in addition to 262 Players who committed Anti-Doping rule violations under the jurisdiction of Member Unions during the same period.

2010 IRB Testing Programme

Discipline	In Competition	Out of Competition	Total
Rugby World Cup 2011*	124	425	559
Sevens	176	231	407
Under 20	49	99	148
Women’s Rugby World Cup	31	68	99
Strategic Tournaments**	63	12	75
Total	443	845	1,288

*Includes RWC 2011 Qualifier Matches that form part of Regional Championship tournaments

** Includes IRB Pacific Rugby Cup, ANZ Pacific Nations Cup, IRB Nations Cup, Americas Rugby Championship, Churchill Cup



CLEAN

players at other IRB tournaments throughout the year including the IRB Junior World Championship in June and the IRB Junior World Rugby Trophy in May, have taken part in the IRB’s Outreach programme.

Now in its eighth year and designed to increase anti-doping awareness among players of all ages, to date the programme has been delivered to 7,400 players at IRB tournaments.

Participating teams received specific education and advice on the dangers of drugs, including social drugs, the sample collection programme, nutritional supplements and information on therapeutic use exemptions.



Heather Moyse (Canada) and Carla Hohepa (New Zealand)