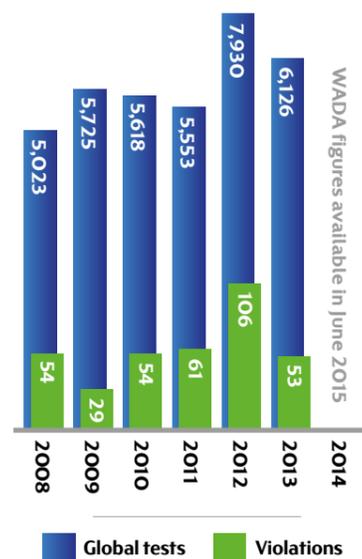


Keep Rugby Clean

In 2014, the focus for World Rugby was on increasing education and awareness of anti-doping, reflected in huge increases in those participating in face-to-face and online education

Global number of rugby tests and anti-doping rule violations



The World Rugby anti-doping e-learning programme launched in June 2013 saw well over 3,800 people complete the programme for the calendar year. World Rugby look forward to this continuing into 2015.

Face-to-face education sessions are an important aspect not only at World Rugby tournaments but also regional and age grade events. The numbers taking part in these sessions increased five-fold with more than 3,300 attendees at various tournaments in 2014.

In South America, former Pumas legend and Keep Rugby Clean Ambassador Felipe Contepomi delivered anti-doping seminars at the CONSUR Under 19 Championship and the Argentina Under 19 league, delivering to more than 600 players. Continuing the theme of expanding education at youth level, Zimbabwe fully embraced anti-doping awareness, putting on seminars and workshops, a World Anti-Doping Outreach booth, and Keep Rugby Clean t-shirt giveaways at its annual

Dairibord Schools Rugby Festival with the assistance of World Rugby.

Another education tool which proved hugely successful in 2014 was an awareness video recorded with Sam Chalmers, who tested positive for a prohibited substance and received a two-year ban. In the video, the 20-year-old told his story and explained the impact the sanction has had on his life. World Rugby were pleased to be able to bring Sam to the Junior World Championship in New Zealand where he shared his experience with each of the 12 attending teams. The session was at times highly emotive but had a huge impact on all the players and team management. You can watch the video at youtu.be/OzhuFF_M1il

Positive feedback

World Rugby Anti-Doping Manager for Testing and Education Ilaria Baudo said: "The feedback from the sessions with Sam at the tournament were extremely positive. Many of the players and team management have described how touching his story has been, and how it's made them aware of the dangers and the consequences in taking prohibited substances.

"Sam is an incredibly brave young man and we are grateful for the time he has given to share his story with players of his generation. It has taken a huge amount of courage to put his hand up and try to turn his negative experience into a positive one."

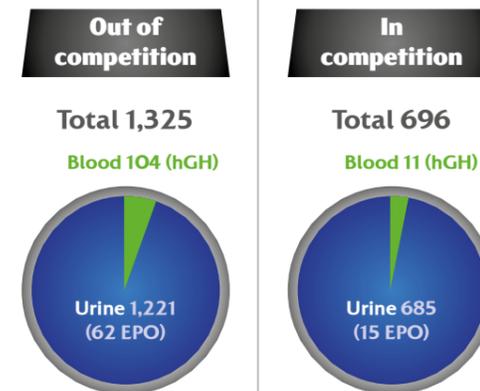
World Rugby anti-doping cases in 2014

Member Union	Substance / Violation	Sanction
Moldova	19-norandrosterone	2 years
Sri Lanka	Prednisolone	6 months
2 other cases pending		



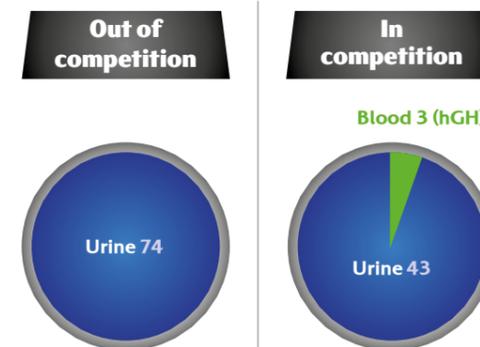
Increase in traffic to the trilingual Keep Rugby Clean website (58,700 hits in 2014)

Total World Rugby conducted tests



Overall test total 2,021* (66% OOC to 34% in competition)
*Additionally 60 blood passport collected but not included in overall numbers

Women's RWC



Overall total 120

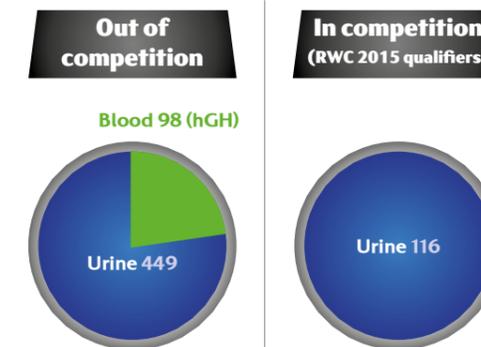
IRB strategic tournaments



Regional tournaments

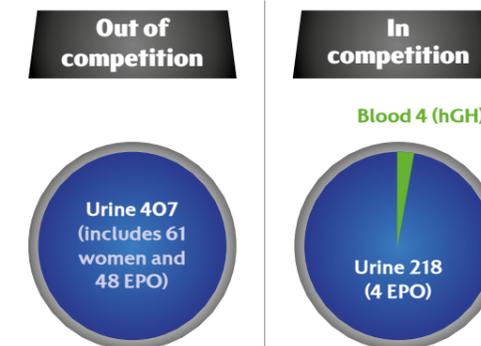


RWC 2015



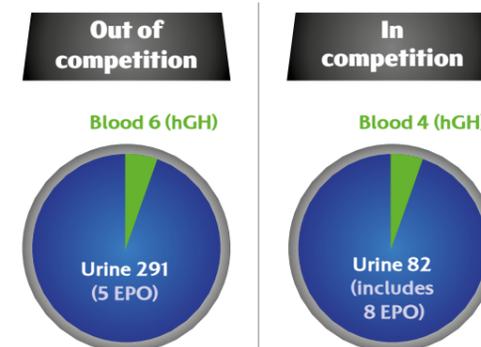
Overall total 663*
*Additionally 42 blood passport collected but not included in overall numbers

Sevens



Overall total 629*
*Additionally 12 blood passport collected but not included in overall numbers

Under 20



Overall total 383*
*Additionally 6 blood passport collected but not included in overall numbers