



Australian Government

Australian Sports  
Anti-Doping Authority

**PURE**  
PERFORMANCE

# ANTI-DOPING: IT'S NOT JUST ABOUT DETECTION

**ENGAGE - DETER - DETECT - ENFORCE**

A LITTLE BIT OF HISTORY...



# Is there a problem?

- Why ban doping?
  - How many people test positive?
  - How many will take the risk?
  - Not just cheating – but image enhancing
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# NEW INTERNAL OPERATING MODEL

- Evaluates risk of doping activity to drive anti-doping programmes.
  - Operating cycle includes:
    - assessment
    - prioritisation
    - intervention
    - evaluation.
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# EDUCATION - PURPOSE

- To prevent the use of banned substances
    - Intentional
    - Unintentional
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# RESEARCH BASE

- Targeted at young people and adolescents
  - Tailored
  - Interactive
  - Derived from social influence approaches and focused on developing core life skills
  - High degrees of fidelity,
  - Delivered by well-trained individuals
  - Based on booster sessions
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# DIFFERENT APPROACHES NEEDED

- Unintentional doping - **information provision**
    - eLearning (<http://elearning.asada.gov.au>)
    - Face to face presentations
    - Hard copy resources / [video's](#) etc
  - Intentional doping – **behaviour change**
    - Ethical decision making course
    - At risk sports
    - Sport culture
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# Counselling services

- Free counselling available for effected athletes
  - Davidson Trahaire Corpsych
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# QUESTIONS

