ANTHI-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
NEW INTERNAL OPERATING MODEL

- Evaluates risk of doping activity to drive anti-doping programmes.

- Operating cycle includes:
  - assessment
  - prioritisation
  - intervention
  - evaluation.
EDUCATION - PURPOSE

- To prevent the use of banned substances
  - Intentional
  - Unintentional
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
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
Counselling services

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

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