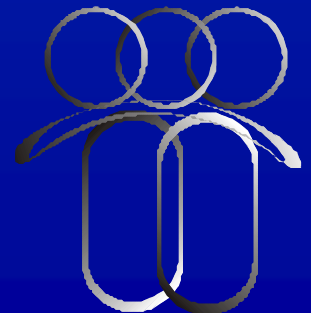


**“Challenges in providing
timely/credible information to
athletes, coaches, parents and
health professionals about
substance use”**

Dr. Jonathan Geiger



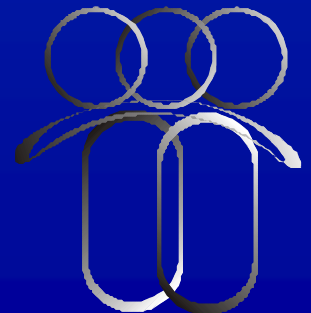
Substances

(used, misused and abused)

Pharmaceuticals (prescription, OTC)

Dietary supplements (nutraceuticals, herbal products)

Legal and illegal drugs of abuse



People use substances to

Promote health

Prevent disease

Enhance performance

Alter body composition

Level the playing field (peer influence)



Challenges for us all

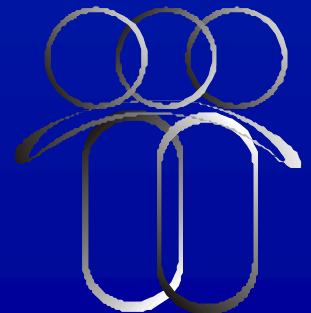
- Researchers - more \$
- Regulators - good decisions
- Educators - effective messaging
- Industry - make \$, do good
- Athletes - excel, fair play
- Coaches - excel (at any cost ?)
- Parents - ???



Solution especially important to industry because

that light burning brightly at the end of the tunnel

may be a regulatory train coming right at them!!!



Athletes can lead the way!!!

High performance athletes buy and use relatively few supplements (tip of iceberg!)

(but)

have a huge influence over marketing
and

blame the supplement industry for positive tests



Athletes need

- Stricter regulations
- Proper labeling
- Identification of precursors
- Timely and credible information



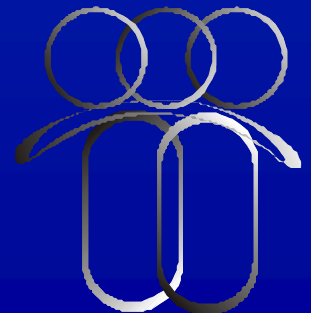
Athletes also need

Harmony among health professionals

Nutritionists

Pharmacists

Pharmacologists



Dietary Supplement Education Alliance

- “Putting the ‘E’ into DSHEA
- Feel good about taking supplements
- Promote science
- Convey positive messages
- Prevent or minimize negative media



Centre for Substance Use In Sport and Health



FOUNDERS

Dr. Jonathan Geiger, Dr. Dean Kriellaars, Howard Morry, Ll.B.

S.U.S.H. - Core Philosophies

- Just say know
- Informed decision making
- No scare tactics
- Programs elegant in their simplicity
- Grass roots, scalable and sustainable

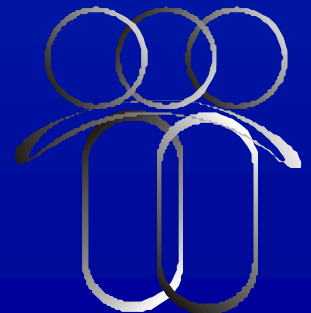


Drugs of Abuse

“Just Say No”

Drugs in Sport

“Drug-Free Sport”



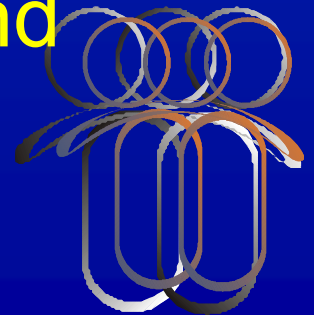
Drug-Free Sport

- We do not want “drug-free sport”
- Drug-free sport is not an achievable goal and the message does not withstand scrutiny



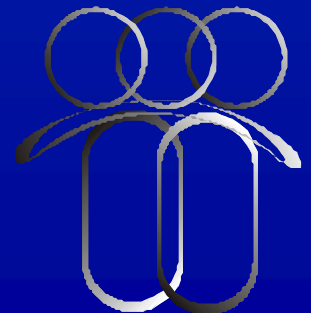
Drug Education Programs

- Honor the rules of sport
- Honor the rules of law
- Know about the extent to which substances affect performance and health
- Know the medical side effects and financial costs of taking substances
- Acknowledge the social pressures and help build self confidence



S.U.S.H. - Core Approach

- Fair Play - ethics, rules of sport
- Legal or Illegal - rules of law
- Performance - enhancing or degrading
- Health - health benefits
- Medical - medical side effects
- Safety - yourself and others
- Financial - personal & corporate



Challenges For Us All

- Know extent of the problem
- Understand the issues
- Doping - what should be on the list?
 - Dietary supplement
 - Drugs of abuse
- Education and prevention



Solutions

We need to be sure the information upon which informed decisions are made is the best available

We need to ensure that we educate and not just provide information

We need to assure our athletes that the substances they take are effective and safe



A.S.S.U.R.R.E.

Association of Sport Substance Use
Researchers, Regulators and Educators

