“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
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