



**BlueCross BlueShield
Association**

**An Association of Independent
Blue Cross and Blue Shield Plans**

A Blue Cross and Blue Shield Association Presentation



The Science and Policy of Performance- Enhancing Products

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Blue Cross and Blue Shield Association

- Membership Association for nation's 44 independent Blue Cross and Blue Shield companies
- Blue companies collectively provide health insurance coverage to 82 million Americans.
- Blue companies collective revenue in 2000 was \$126 billion.
- Launched Healthy Competition Foundation in September 1999.

BCBSA's Healthy Competition Foundation

- Non-profit Foundation that seeks to eliminate the use of performance-enhancing drugs and certain supplements in sports.
- Educate young athletes and their families about the dangers of PEDs.
- Encourage athletes at all levels of competition to resist the pressures to take PEDs, and support athletes and organizations who take a vocal stance against them.
- Urge athletes to take the Healthy Competition is Drug-Free Pledge, and to wear the symbol of drug-free athletics.

BCBSA/HCF Policy

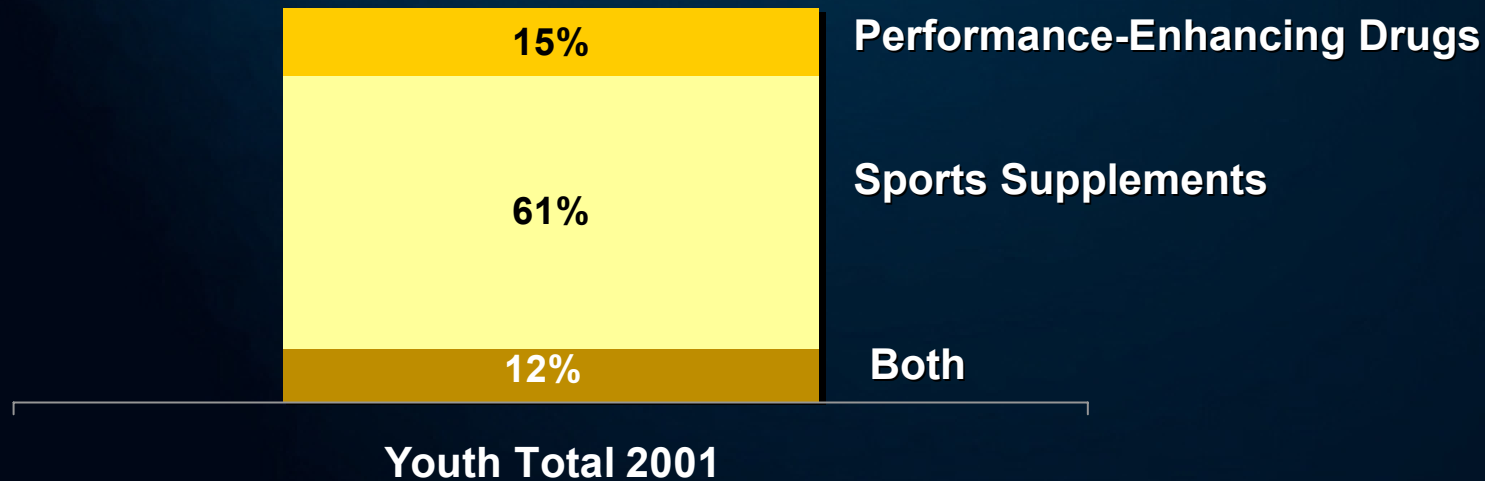
- Use of PEDs/Supplements is a growing public health crisis.
- Supports drug-free competition without the use of performance-enhancing products.
- Recommends people of all ages consult with their physician before taking supplements containing andro, ephedra, creatine or related substances.

BCBSA/HCF Survey Results

- Approximately **1 million** young people between ages 12 to 17 have taken potentially dangerous performance-enhancing supplements and drugs.
- Approximately **390,000** 10-14 year-olds said they have taken performance-enhancing substances.
- **70** percent of young people and half of the parents surveyed could not identify any specific negative side effects from using these substances.
- **37** percent of parents rated the use of performance-enhancing products as their greatest concern in youth sports.
- **80** percent of young people surveyed said they had not had a conversation with their parents about sports supplements.

Personal Use of Sports Supplements or Performance—Enhancing Drugs by Type - Youth

- Sports supplements are more commonly used than performance-enhancing drugs.
 - About one-tenth of these users have used both types of substances.



Question: Have you taken performance-enhancing drugs, sports supplements, or both?

Types of Substances Personally Ever Taken*

- Creatine is the most widely used substance, even though more consumers are aware of Steroids.
 - In fact, among youths who have ever used a supplement/PED, just over half have used Creatine.
 - Gatorade, protein drinks and other energy drinks follow Creatine as most often used among youths.
 - Among adults, use of Ephedra is equal to Creatine.
 - Adults have also sampled a wider variety of substances than youths.

	2001		
	Adult Total (89)	Youth Total (33)*	Teens 12-17 (32)*
(Base=Ever used SS/PEDs)			
Creatine	18%	52% ^A	53%
Ephedra	18 ^Y	--	--
Caffeine	6 ^Y	--	--
Estrogen	6 ^Y	--	--
Gatorade	6	15	16
Steroids	6	6	3
Vitamins and Minerals	6 ^Y	--	--
Amino Acids	4	--	--
Amphetamines	3	--	--
Andro	3	--	--
Carnitine	2	--	--
DHEA	2	--	--
HMB	2	3	3
Rip Fuel/Diet Fuel	1	6	6
Sobe	1	3	3
Protein/Energy Drinks	--	18 ^A	19
Power/Energy Bars	--	3	3
Don't Know	10	9	9

Question: What kinds have you ever taken?

*CAUTION: Small base size for youth total and 12-17 year olds. Base size for 10-11 year olds is too small to analyze.

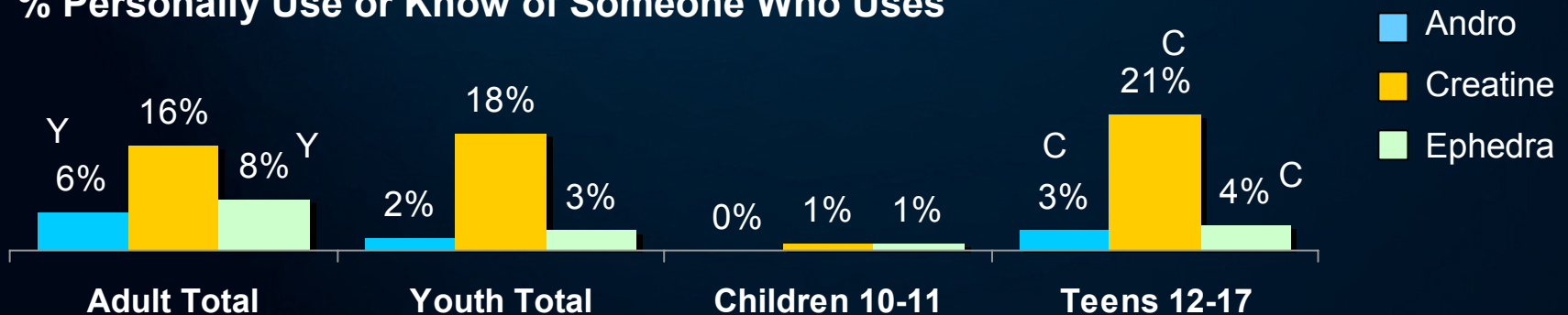
Base size for 1999 too small to analyze.

Base: Have ever taken sports supplements, performance-enhancing drugs, or both.

Usage

- Of the three supplements consumers were asked about specifically, Creatine is the most commonly used.
 - One-fifth of teens personally know someone who has used Creatine, and slightly fewer adults, about one in six, know of someone who has used Creatine.
 - Use of Andro and Ephedra is similar, but substantially lower than Creatine.
 - Use of Andro and Ephedra is more common among adults than among youths.
 - Only a handful of teens know of someone who has used Andro or Ephedra.

% Personally Use or Know of Someone Who Uses



Question: Have you or anyone you know of, used...?

Reasons for Youth Using Sports Supplements or Performance-Enhancing Drugs

- Performing better in sports, followed by building muscle, are the most common reasons for using sports supplements/PEDs.
 - Conversely, in 1999 teens were more likely to use these substances to build muscle than to perform better in sports - perhaps a result of recent use by sports professionals.
- However, about one in five young people believe these substances are used to help people look better.
 - Additionally, just fewer than one in ten young people are pressured into using these substances.

	2001				1999***
	Sports Supplements**		PEDs**		PEDs
	<u>Youth Total</u> (136)	<u>Teens 12-17</u> (133)	<u>Youth Total</u> (90)	<u>Teens 12-17</u> (87)	<u>Teens 12-17</u> (136)
(Base=Know someone who uses SS/PEDs)					
Perform better in sports	55%	54%	52%	53%	37%
Build muscle	42	42	34	34	47
Look better	16	16	19	20	16
Pressure from coaches	4	4	1	1	NA
Pressure from teammates	2	2	2	2	NA
Pressure from anyone	1	1	NA	NA	NA
Lose weight	1	1	1	1	3
Don't know	5	5	4	5	4

Question: Why do you think they take sports supplements/PEDs? Base: Know of someone in own age group who uses sports supplements/PEDs

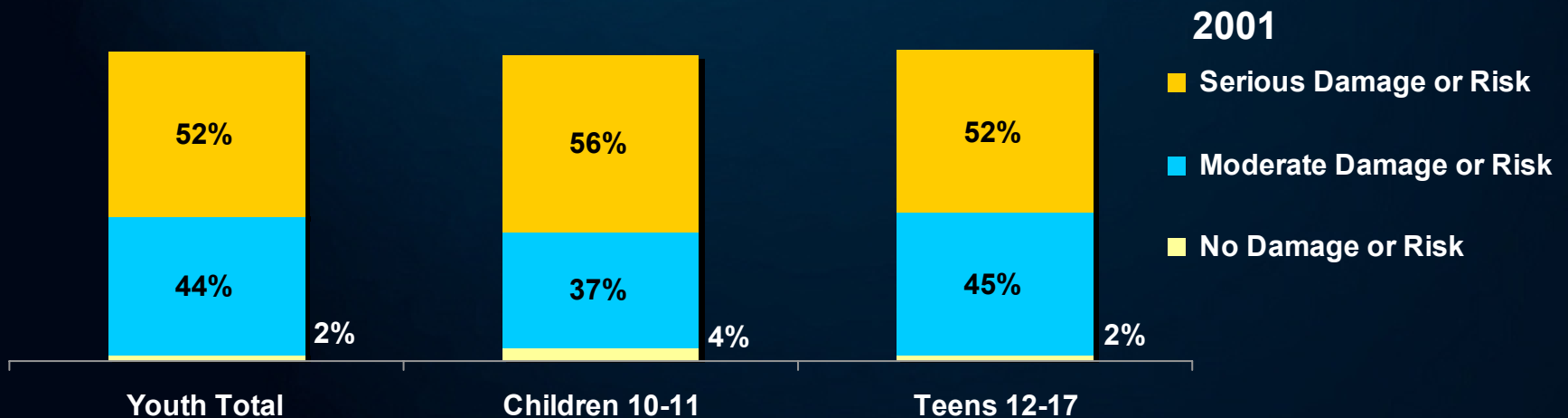
* NOTE: Only responses of 2% or higher are reported

** NOTE: Base size for kids 10-11 is too small to report

*** NOTE: Only asked for PEDs. Usage question prompted with examples of PEDs.

Perceived Risk of Using Sports Supplements

- Today's youth recognizes that there are risks with taking sports supplements.
 - Virtually all kids and teens indicated that they think there is at least moderate risk associated with taking sports supplements.
- In fact, half of 10-17 year olds believe young people risk serious damage by taking sports supplements.



Question: How much damage or risk do you think young people risk when they take sports supplements?

HCF 2002 Program

- Olympic poster contest
- Olympic trading pin with “Healthy Competition” message
- Curriculum guide
- Major League Baseball Healthy Competition Youth Baseball Day

