

European Commission DG Education and culture

Fight against doping Consultancy studies, 2000-2001

Under the title "Aren't We All Positive?", KPMG - Bureau voor Economische Argumentatie (Hoofddorp, NL) has provided a **social and economic analysis of doping in elite sport**. The study consists of a social science part and a legal part including data on national legislation in the Member States of the European Union.

KPMG's main finding is that the commercialisation of sports creates a doping-prone environment. This is due to economic and other pressure on athletes - structural factors. Consequently, analyses of the economic powers in sports and the use of economic and legal prevention should play a key role in anti-doping policy.

Athletes are pushed to their physical limits in an ever increasing number of games and races and more intensive competitions. But society's never-ending appetite for more and more exciting sports is not the only factor. It is reinforced by economic stakeholders like the media industry. KPMG looks at the historical development of doping practices since antiquity and up to the current economic inequality between the "haves" and the "have-nots" and recommends that the EU's anti-doping policy should include legal and economic measures to counteract the economic powers active in today's sport.

PMP Consultancy (Guildford, England) has been responsible for two studies: One on health issues and young athletes and one on how best to promote drug-clean sports.

Protection of young athletes: Findings of this project suggest that drug abuse is more widespread than official figures suggest. Doping not only affects elite athletes and their network, but is also an issue for club and recreational level sports persons. It recognises that the effects of doping on individual athletes cannot be addressed in isolation and that an understanding of the wider effects of doping on an athlete's support network, as well as sports organisations and sport generally. It is essential in understanding the extent and depth of the young sports person's doping experience.

European anti-doping communications strategy: The study indicates that anti-doping education needs to start early at around age 12-14 and that it is not just the athlete who should be targeted in any educational campaign, but the whole of the athlete's support network including coach, peers, family and doctor. The study concludes that a European anti-doping awareness campaign should aim for the same high profile attained by other important health and cultural issues such as AIDS, breast cancer awareness, smoking and drink/driving. As well as health messages, which are unlikely to be effective if used in isolation, anti-doping campaigns should aim to promote the ethical values of sport. Recommendations for the communications strategy include the development of a common brand for pan-European recognition, with appropriate national and regional campaigns. A key element of the proposed campaign is the development of a Clean Sport website.