

Effectiveness of moral interventions for doping prevention

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Knowledge and Values

Previous research confirms that moral identity and norms are linked to athletes' views on doping.

This study conducted two educational interventions in the UK and Greece - one moral (values) and one knowledge-based - to curb doping.

The aim was to assess whether the moral intervention is more effective in curbing doping intentions, and whether its impact is consistent in both countries.

280 athletes 16-22 years old 24 sports clubs UK & Greece

The athletes were randomly assigned to each education program

Knowledge-based Education Program

Educational tools and resources offered by ADOs on:

- Introduction to doping
- Sport supplements
- Banned substances
- Doping control

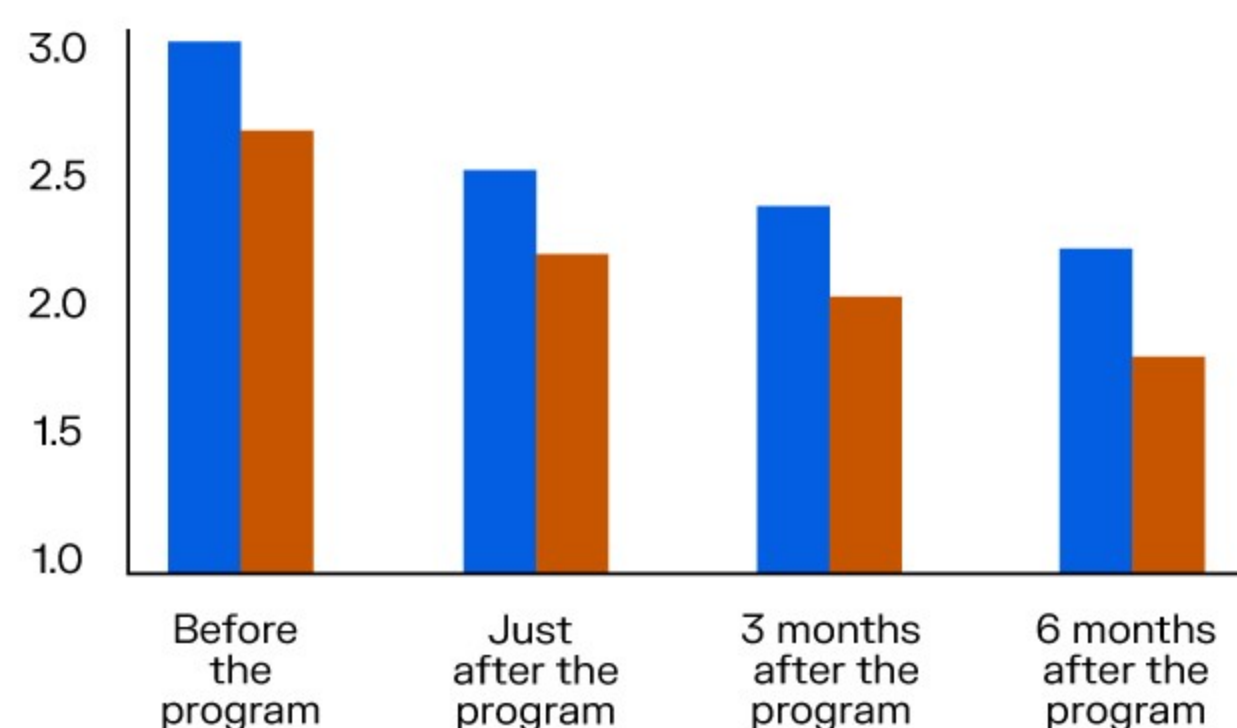
132 athletes

Values-based Education Program

- Videos and stories of doping related experiences from real athletes
- Group discussions
- Role play
- Problem-solving

148 athletes

Doping likelihood



Athletes in both countries' programs showed reduced likelihood to dope, persisting after six months.

Moral interventions may contribute to:

Create awareness about consequences of doping

"We have no idea about how much we are harming the other"

Promote values in sport

"Hearing about the moral aspects around doping was something new"

What does it mean for clean sport?

- Evaluating education programs is vital for understanding their effectiveness.
- Anti-doping education programs that promotes values such as honesty and fair play can strengthen anti-doping policies and uphold the concept of Clean Sport.