

Proactive Stance On Anti-Doping Taken By Loughborough Sport

Loughborough University is presently working on an innovative new project with UK Anti-Doping for ensuring a clean sport culture on the campus.

The university was selected as a pilot site for a project designed to raise awareness of anti-doping issues and educate students and all campus users. The [Loughborough University](#) will expand its team of onsite accredited anti-doping trainers who will share anti-doping knowledge with coaches, teams, and athletes as part of the project and students of the university will also be selected to work as ambassadors for clean sport.

With this announcement, a significant increase in the use of 'impact messages' around sports facilities to inform about anti-doping and the actions to take to avoid making the wrong decision, as well as further promotion of the importance of a 'healthy body' to everyone who visits campus is expected to happen. It will reinforce the messages of clean sport to the student body and the same would also be visible to visitors on campus to demonstrate the unequivocal commitment of the university to anti-doping. The findings from the Loughborough pilot will help inform UKAD in developing a national program designed for Universities and other sports institutions.

In addition to this, the university is also working in association with UKAD for increasing the possibility of testing within student sport on campus. Testing was always possible at University level as with all national governing body sanctioned competitions, but the pilot project is moving this to the next level. This is for those who are competing in performance sports alongside the elite athletes from governing bodies that are based on campus.

Director of Sport at Loughborough University, Chris Earle, remarked we at Loughborough pride ourselves on being at the heart of sport and therefore it is only right and proper that we lead the way in ensuring that our sports teams, coaches, and players are fully aware of current [anti-doping information](#). He added that our students are the next generation of elite sports people, future coaches, physiotherapists, sports medics, and nutritionists and embedding the right attitudes now will support the next generation of athletes too. Earle also remarked that our involvement in the pilot study demonstrates our support to colleagues at UK Anti-Doping, but also illustrates Loughborough's 100 per cent commitment to clean sport.

Meanwhile, Andy Parkinson, Chief Executive at UK Anti-Doping said we are delighted that Loughborough University is supporting us in this pilot project. Parkinson added that universities play an essential role in promoting sport and healthy lifestyles and nurturing and developing sporting achievement among young adults and have a significant profile within the general sporting landscape and can exert major influence on attitudes and behaviors amongst athletes of all levels.

In another development, a research by the university and commissioned by UNESCO (United Nations Educational, Scientific and Cultural Organization), and WADA (World Anti-Doping Agency) showed that countries with PEDS-specific legislation are more likely to cover the full WADA list of banned substances. The research provides WADA with the evidence they need to encourage more countries to introduce

specific legislation, as per the study by Professor Barrie Houlihan and Dr Borja García, from Loughborough's Sport Policy and Management Research Group.