



SUCCEED CLEAN EXPANSION PROGRAM Year 1 (2015-2016) PROGRAM & EVALUATION REPORT

OVERVIEW

In 2010, there were an unprecedented number of adverse analytical findings among Canadian Interuniversity Sport (CIS), now U Sports, football players. In response, the Canadian Centre for Ethics in Sport (CCES) convened a national Task Force to examine the issue of Appearance and Performance Enhancing Drug (APED) use in football. Education was one of the primary recommendations of the Task Force noting that “the primary goal of anti-doping education programs should be prevention. It should encourage ethical and positive decision-making”. In response to this recommendation, in 2012 the CCES developed the Succeed Clean program in collaboration with partners from Waterloo Region and with the financial support of the Ontario Trillium Foundation.

The Succeed Clean program is based on an assumption that with knowledge, students will make more informed choices about their health and wellbeing.

SUCCESS OF THE INITIAL PILOT

The two year pilot program focused on a peer-mentor delivery format whereby student-athletes from the University of Waterloo and Wilfrid Laurier University were trained to deliver Succeed Clean presentations in local middle and high schools. An independent evaluation of Succeed Clean found that the program successfully engaged students in the presentation materials through the presenters, the presentation itself and the stories shared. Pre- and post-presentation comparisons found that participants: increased their understanding of the **potential risks of supplements**, increased their knowledge about **side effects of steroids**, were **less willing to take an APED**, and had increased knowledge about **healthy ways to improve their health and performance**.

SUCCEED CLEAN EXPANSION

Following the successes of the Waterloo pilot and with two additional years of financial support from the Ontario Trillium Foundation, the CCES has expanded the Succeed Clean Program to other communities across Ontario and is working with a provincial sport organization to develop a sport delivery model.

SUCCEED CLEAN COMMUNITIES – 2015-2017:

Hamilton | Kitchener-Waterloo | London | Niagara Region | Ottawa | Peterborough
Thunder Bay | Toronto | Windsor | York | Rugby Ontario

Students attending presentations complete pre- and post-surveys assessing their experiences, knowledge, beliefs and attitudes related to APEDS. In Year 1 of the expansion (Fall 2015-Spring 2016), **109 presentations** were delivered reaching **5,516 students** in 8 Ontario communities. During these presentations, **1,038 pre-presentation** and **912 post-presentation** surveys were collected.



109

PRESENTATIONS



5,516

STUDENTS



1,038 PRE-
912 POST-

SURVEYS

KEY SURVEY HIGHLIGHTS: 2015-2016

Who are the respondents?

15.5

Average Age

Respondents:
53% Male
45% Female
0.8% Other

80%

Participate in sports

TOP 10

Soccer | Hockey
Basketball | Volleyball
Football | Baseball
Cross Country | Swimming
Badminton | Dance

What do respondents say about APEDS?



1 in 5 taking supplements (1 in 3 males);

24% taking 2+



1 in 4 report knowing a steroid user

Students willing to use an APED were more likely to be taking a nutritional supplement.

(I know **one person** – **9%**; I know a **few people** – **16%**; I know **many people** – **3%**)

Respondents using supplements are:

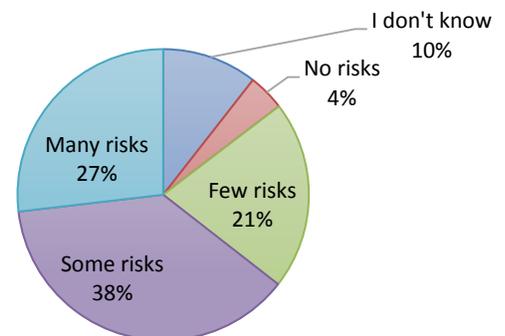
1. More likely to be in high school
2. More likely to be male
3. More likely to participate in a sport

Willingness of respondents to take a drug to help improve how they look:

Athletes no more willing than non-athletes

More willing if they know someone who uses APEDS

Beliefs about Risks of Supplements



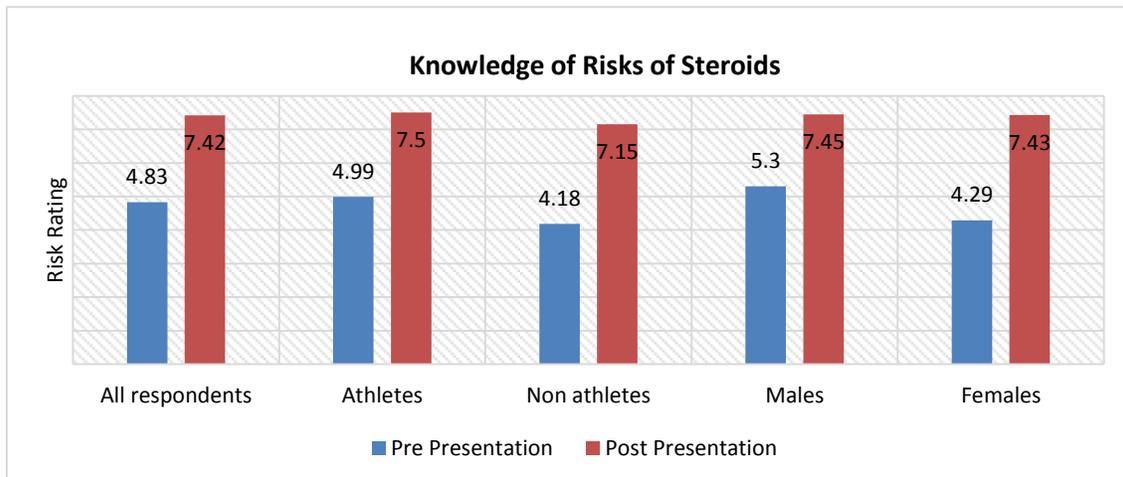
KEY SURVEY HIGHLIGHTS: 2015-2016

Effective Messaging:

Average presentation rating: **8.2/10**

Evidence of Learning: Pre- and Post-Presentation Comparisons

	KNOWLEDGE ABOUT STEROID SIDE EFFECTS	UNDERSTANDING THE POTENTIAL RISKS OF SUPPLEMENTS	KNOWLEDGE OF HEALTHY WAYS TO IMPROVE PERFORMANCE / HEALTH
	80% decrease "I don't know anything"	250% decrease "I don't know"	24% increase
	254% increase "Now know a lot"	44% decrease "Some risks"	
		62% increase "Many risks"	
	BELIEFS ABOUT SUPPLEMENT EFFECTIVENESS	WILLINGNESS TO TAKE AN APED	
	64% decrease "I don't know"	30% decrease "May be willing to take an APED"	
	138% increase "Don't help at all"	18% increase "I will never be willing to take an APED"	



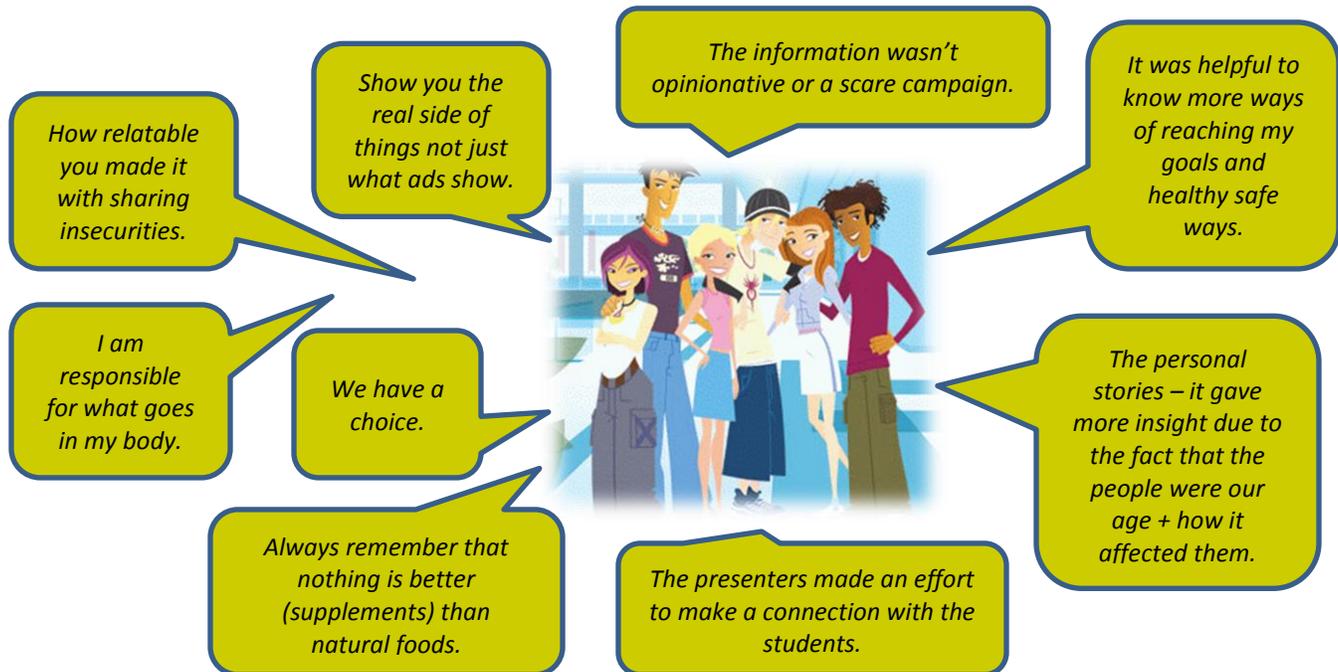
Overall, the presentation was rated highly across groups and the pre, post and comparative analysis reveals participants reported increases in knowledge and changes to some of their beliefs about APEDs.

What did you like best about the presentation?

Of the 912 respondents to the post surveys, 850 responded within 7 main themes:

1. Learning New Information / Facts – 306 responses
2. Hearing Personal Stories – 107 responses
3. Video – 75 responses
4. Description of Side effects – 75 responses
5. Interactive / Activities – 70 responses
6. Presenters – 66 responses
7. General Positive – 40 responses

What Students Said About Succeed Clean



Conclusion: “Project seems to have developed and implemented a model of youth education that respondents experienced as **ENGAGING, IMPACTFUL, MEMORABLE.**”