

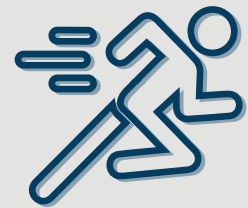
Why Parents Matter In Clean Sport

Based on a survey conducted by UKAD in 2019,
parents across a number of sports reported:



Feeling highly motivated to learn and support their child to train and compete clean.

Providing support to their child through all stages of the athlete pathway.



Having very little knowledge of anti-doping topics.

Feeling low in confidence to effectively support their child when it comes to anti-doping.



That their child may experience moments of vulnerability that could lead to doping.

Not receiving the same opportunities to learn about anti-doping (i.e. anti-doping education) as other athlete support personnel (ASP).

Interactions that parents have with their child can have a significant impact on the child's long-term behaviours.

How Can Parents Support Athletes' Clean Sport Behaviours?



Modelling

Parent behaviour is an example to children that can be imitated.



Physical Actions

Parents can provide instructions about how to perform clean sport behaviours.



Monitoring

Parents can prompt regular assessment of thoughts, feelings and behaviour regarding clean sport.



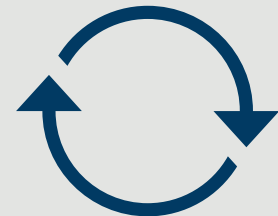
Persuading

Parents can use knowledge and feedback to influence their child's actions.



Social Support

Parents are well placed to provide practical help and social support to elicit clean sport behaviours.



Habit Formation

Parents are well placed to prompt rehearsal and repetition of clean sport behaviours.

It is therefore extremely important parents are recognised as a key target population in clean sport education.
