Harm from Doping to Spirit of Sport

Anti-doping programs aspire to preserve the core values of sport. These core values are often called “the spirit of sport”, it is the essence of the Olympic movement, fair play as such. “Spirit of sport” is exultation of body and mind, and the following values are inherent to it:

- moral, fair play and justice
- health
- perfection of execution
- character and education
- pleasure and joy
- team work
- enthusiasm and commitment;
- respect to the rules and laws;
- respect to rivals;
- bravery;
- commonality and solidarity.

Doping is in fundamental conflict with the spirit of sport. For the purposes of fighting against doping via promoting the spirit of sport, the Code requires from each NADO to develop and implement educational programs for athletes and their circle. Doping can avert people from sport (athletes advocating for clean sport, may be dismayed by the idea that they will have to use doping if they do not want to lag behind their rivals; parents can be concerned about their children who will have to “be on drugs” if they want to have chance for victory).

Doping can make honest sport competitions into a type of show (spectators will have cynical attitude to sport performance and lose interest to competitions).

Doping can badly undermine the image of sport (volunteers and sponsors will not be willing to bear reputational risks because their reputation will be associated with values, which they do not support).

As a result, it is necessary to note that if sport does not meet the expectations of people engaged in it, the level of engagement in sport will decrease, the number of spectators and engagement in sport will go down, potential for sponsorship will decrease, and so on. Doping harms sport, ruinously affecting it from within.

Source: 2015 Anti-Doping Manual of FISU.