



To ALL Collegiate Athletic Directors and Prevention Specialists

**From: John Underwood: Sport Science Educator/Activist,
Founder and CEO of the American Athletic Institute**

On the Collegiate level, the use rates for recreational drugs are off the charts. The NCAA 2001 study indicated that 79.5% of NCAA athletes drink alcohol and 27.3% use marijuana. Use rates in one particular sport were 95.6% for alcohol and 60.8% for marijuana. The NCAA has conducted several studies in the past decade and although awareness has increased, the use rates have remained relatively constant. Prevention specialists have failed to realize the magnitude of possibilities that exist in working with this enormous target population.

PROACTIVE PROGRAMS

What can we do to turn around the detrimental impact that recreational drug use has on Collegiate Athletes across our country? First and foremost we must be vigilant. It will never change without on-going programs. Programs that get our athletes to take a serious look at what they are doing in the area of recreational drug use and at the same time realizing that use limits performance.

PURE PERFORMANCE

This program is an innovative approach to helping NCAA Athletes reduce recreational drug use.

DETERRENTS

There are only three deterrents to use among college aged athletes

- ❖ #1 the knowledge of the negative impact on performance or performance potential
- ❖ #2 a personal commitment to abstain or reduce use during competitive season
- ❖ #3 a high level of expectation for performance

If our athletes lack all three of these deterrents, there is little hope for success.

ATHLETE DATA

There is little sense in simply telling any athlete that recreational drugs hurt your performance, they already know, most from first-hand experience. We have needed concrete data, from athletes, not from alcoholics and sedentary populations.

We have conducted the only physiological test on an elite athlete under the influence of the residual effect of alcohol. The impact has been dramatic when shown to athletes.

Measurements in heart rate, respiration and lactic acid, indicate significant decreases in performance and compromised physiological function for up to 72 hours, in heart, lungs and muscle.

PERSONALIZATION

Sitting in an auditorium listening to a lecture about drug use has little impact, unless each individual can introspectively think about their own use

We need to make our athletes take a hard look at their own drug use dynamics. Use of the NCAA Drug Study of 2001 is pivotal in helping our athletes examine how many times per week they use recreational drugs, how much they use on a typical occasion and whether their dynamics change during the competitive season or not.

This is instrumental in first, realizing they are doing something that is ruining their potential and secondly, considering limiting or abstaining from use.

OUR PROGRAM

Our program has been developed in conjunction with NCAA Collegiate athletes and coaches. It is based on the physiological and psychological mindset of serious athletes, preparing for high performance sport. This program has had sensational reviews. We have gathered our own data and it is a must see for any NCAA athlete.