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Drugs and the college athlete: an analysis of the attitudes of student athletes at risk.
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Theories related to planned behavior and reasoned action have included an individual's attitude as an important factor in the formation of behavioral intentions and behaviors. Research on this topic suggests that salient beliefs affect intentions and subsequent behaviors, either through attitudes or subjective norms, or the degree of (perceived) control that an individual feels he/she has over the behavior. This study was designed to examine the relative importance of selected attitude variables in describing a profile of athletes who were at risk for using anabolic steroids, human growth hormone, amphetamines, cocaine, and marijuana. Responses from 563 student athletes at two Division One NCAA universities were used in the study. The results of this study suggest that subjective norms, based on the influence of drug testing, peer influence, and a fear of detection are significant factors that influence the decisions of student athletes related to using banned substances. In this article characteristics of at-risk athletes are presented with recommendations for drug education programs for student athletes.

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