

## **Social Consequences of Doping**

- Loss of sponsorship deals
- Loss of income
- Athlete and or teammates may be stripped of previous achievements
- Damage to future career prospects
- Isolation from peers and sport
- Damaged relationships with friends and family
- Effects on emotional and psychological well-being
- Permanent damage to reputation from bad media publicity which can lead to public contempt
- Loss of standing, respect and credibility
- Pressure placed on athlete as well as persons close to athlete e.g. family members and support personnel