

Educational Forum Featuring
Steroids: True Stories Hosted by Curt Schilling and
Words Can Work: When Talking About Steroids

Fenway Park, Boston
May 24, 2006

PETER ROBY: I want to welcome everybody today to the Steroid Summit. My name is Peter Roby, and I'm the director of the Center for the Study of Sport in Society at Northeastern University. Obviously, given what we do, where we use sport to create social change and to raise awareness around important social issues, this was an important initiative for us to be involved in, and so we're really appreciative that Jeanne Blake from Blakeworks was gracious enough and generous enough to ask us to participate, and we were happy to do that. So we're glad to be here today.

At the end of the day, what we hope to accomplish is that the adults that work with young people will come away equipped with information, have their awareness raised around the issues of steroid use and abuse, so that you'll be better able to facilitate the kind of conversations with young people in your charge, whether it's your own children or those that you coach or mentor or impact and teach, you can have the right kind of conversation with them about these issues. Most important of which is trying to find balance in their lives so that the pursuit of winning doesn't overtake all other decisions in their life. And I think one of the themes that you may hear throughout this today and in the future, when you talk about these issues, is the perspective that kids are taking into their lives. What is it about the decisions that they make? What is it that professional athletes, the perspective that they have that's making them risk their livelihood, their health, and their integrity to abuse steroids? So we hope that you'll get information from a lot of different angles, and as a result of that feel more equipped and confident to have the right kind of conversation.

So we're thrilled that everybody's here today, and in particular, from the vantage point of the Center for the Study of Sports in Society, we're thrilled that the media have seen this event as being important enough to cover. We recognize that the media have a tremendous impact on what kids see with regard to messages, especially with regard to sports. We all have a responsibility to send the appropriate message, or at least to couch these stories in a way that is balanced and helps kids make better decisions. So I just want to personally thank the media for seeing this event today as being important enough to cover, and I hope it'll benefit a lot of people that see the coverage today and in the future.

It's my pleasure to introduce the person responsible for us really being here today. Jeanne Blake has been a journalist, an on-air news personality for many years, who left that profession to dedicate herself to creating educational DVDs and information that would help with regard to healthy development and health in particular, and it's my pleasure to introduce Jeanne Blake to you today.

JEANNE BLAKE: This is a dream come true. This project has been three years in the works, and you can imagine the different iterations that it took over that last three years, knowing what's been in the headlines the last three years. There are many people to thank. I first thank Craig Costa and his family, who put up with the camera in their face many times, Dr. Olivardia from Harvard, who introduced me to Craig and his family, the Hunter family, Nate Hunter, who you'll see in the video. And I thank all of you who drove from many parts of Massachusetts to learn from the very rich panelists that we'll have today and the speakers, and I echo what Peter said, take this information back to your communities and be able to start a community-wide dialogue that will include both young people and parents and adults who care about children in their communities.

We have created this board and it does not do justice at all to the phenomenal collaboration. The Red Sox have been just incredible in giving us this space and working with us every step of the way. The Sports Society was energetic and right there from the get-go, Allyce Najimy and Peter Roby have been just phenomenal, and their team is just tireless. We're a good match, because we always said we wouldn't take no for an answer. Allyce and I talked a lot about what a pleasure this has been to work, because everyone from the MIAA – I don't want to leave anyone out – from the MIAA, the mayor's office, departments throughout the city, Garin Veris at the Department of Recreation, and also, always, Partners HealthCare and Harvard Pilgrim Health Care stepped to the plate to support this work so that you can carry the materials out with you when you go.

I want to begin with what I said will be a rich program, I know that you'll agree as we move through the next two hours. But I thought it most appropriate that we start this program with the national anthem, and I'm so pleased that Jessica Malletti, who is a student in my hometown of Gloucester, Massachusetts, will sing for us.

[Star-Spangled Banner]

PETER ROBY: Thank you, Jessica. I have a sister that's a professional singer, and she is asked on a number of occasions to sing the national anthem, and she's told me that that's the hardest song in the world to sing. It's hard enough to sing it when nobody's there. It's especially hard to sing it when everybody's there, so we owe Jessica another round of applause.

One other person I'd like to thank, who has been a partner of Sports Society for a very long time and has committed himself and his organization to leadership and education of their membership, and that's Bill Gaine, the deputy director of the Massachusetts Interscholastic Athletic Association. (MIAA.) Bill, just stand so we can acknowledge you. It seems like every time we ask folks to help put these things on or to get the word out and help us fill the seats and raise the awareness, the MIAA is always there and never says no, so we're really indebted to them.

We're going to move on to the program, and to start this whole segment off, we thought it would be important to have a professional in the health field to shape this whole conversation, to help frame the conversation, so we've asked John Auerbach, who is the executive director of the Boston Public Health Commission, to be here. Is John here yet? Hopefully John will join us before we're done, and if so we'll let him help us shape this issue.

Here from the Massachusetts Department of Public Health, to also offer some words with regard to this whole issue in framing the issue of steroids, is Paul Cote, who is the Massachusetts Department of Public Health Commissioner. Paul, would you join us at the podium? Let's give Paul a round of applause.

COMMISSIONER PAUL COTE: Good morning, everyone. Thank you very much for being here. This is an incredibly important event. I really would be remiss if I didn't start off by thanking Jeanne Blake, who I think is really a tireless advocate and done tremendous work with the Department of Public Health, and with others, on many issues that relate to youth, but particularly with regard to substance use among youth. I think that this is something that Jeanne has done a terrific job on.

One of the things that we're here for today, and I think that it's important, is that we're trying to make sure that we get information in the hands of parents and youths. We're going to change the paradigm that existed when many of us were young people, where information, knowledge about what the hazards and threats relative to substances were to our health, to our future, and also to our psyche, did not exist, where people operated in a vacuum and essentially the only person that they could actually rely upon for information about substances were the people who were trying to sell them to them. You can understand the very difficult conflict that exists in that relationship, that's obviously not the area that one wants to necessarily ask the questions, Will it harm me? Is it something that I should be asking for another person's opinion about? And that's not going to be the advice that you're going to get from someone who actually has a fundamental conflict in terms of how they want you – they want you to use. And we're trying to turn around the perspective and, I think, ammunition every child has when trying to confront this very difficult decision.

You should know that on an annual basis, we conduct a youth behavioral risk survey across Massachusetts, and what we learned was that one in 20 youths have actually used steroids without a prescription. This is something that people need to keep in mind. So if you're teaching a classroom and there's 40 kids or 20 kids in the classroom, you've got two or one individual in that classroom that is using steroids. In fact, almost half of those that have used steroids in their life have used it at least 10 times. This is something so that anyone who walks around and says this isn't a problem, it's just somebody else's issue, you really need to take this and keep this in mind.

We also realized that there's a close link with individuals who use steroids and those individuals that actually use other substances, particularly opioids and heroin. Now, people might ask why that is, but I think it's important for folks to know that yes, there are problems when you take steroids. There are side effects that are very unattractive, not only physical but also the fact that people have insomnia, they suffer from insomnia from this. They also have a great deal of anxiety that's associated with taking steroids, which really leads them to, oftentimes, seeking a cure or treatment for that, and obviously they're not going to be able to go through traditional means to get that treatment, because of course they can't acknowledge what the original problem is, and therefore they often turn to opioids.

When we actually did a study and met with a group of young addicts on opioids, we learned that as many as 10 percent of those addicts actually started using heroin or OxyContin to relieve the side effects of using steroids. You can understand, then, that the interrelation leads us at the Department of Public Health to approach this issue as a public health issue that's part of our overall comprehensive plan relative to working with people with substance abuse issues.

One of the key things that we have as a responsibility is to try to get the information into the hands of parents and children so that they can have the conversation. We want to promote a dialogue on substance use among youth. We've launched, over the past year, a strategic plan on substance abuse in Massachusetts, we are targeting everything from underage drinking, the use of opioids, and also all of the other associated substance usages that our kids confront. We put together booklets that I think people, some of the pamphlets that you have in your kit are just absolutely terrific. There's also resources that you can access within the Department of Public Health's own website, which will be able to link you into some very important things, which as one, for instance, is some ways to protect your teens from alcohol and other drugs, and also be the first to speak with your preteen. Important message, be the first. There are other people out there that want to talk with your kids about alcohol, tobacco, and other drugs, but you need to be the first to speak with them about this. These are incredibly useful tools.

We want to get this information so that you actually have conversations with your kids before they confront the choice. But even afterwards, you need to know that the Department of Public Health and its Bureau for Substance Abuse is available, and we have a 24-hour hotline that people can get in touch with if they know that they have a problem, if their kid has a problem, you need to reach out to us and we'll be there for you.

I think that one of the important quotes that's in our pamphlet that I was referring to is, "Good kids make bad decisions." It's not an issue about bad kids doing bad things. Kids across the world are going through an incredible time. They're trying to grow up. They're trying to learn how to make decisions. And it's important to recognize that they are at a crossroads almost on a daily basis: Should I do this or should I do that? And they don't have the resources necessary, i.e., their parents and adults that have the right information to have the dialogue with them. Don't wait for your kid to come to you. Reach out to them, speak with them.

The analogy that I think comes to me that's most appropriate around the crossroads that kids find themselves at in terms of making a decision to use steroids is the idea of selling your soul. I believe that when you use steroids, kids need to understand that they're essentially selling their soul for the false promise of immortality and essentially the inevitability of being able to handle all these decisions that they make. The problem is that the price that comes due for this sale doesn't come due until later, and at that later time, as with all of the deals that people make, the price is much higher than what they thought at the beginning. The actual cost that people pay down the road is that they lose their youth, they lose their masculinity or femininity, and they compromise and lose their good health. They are entering a world in which they have to deceive those around them about what they do, and it's the most important and most difficult thing to help your child break out of that cycle.

I'm very glad that you're all here today. This is a very important time for you to learn as much as you can, learn from the people that are here. I applaud the group that put this together. We have a great deal of work to do, and I look forward to doing it with all of you. Thank you very much.

JEANNE BLAKE: Long before this event was planned, Commissioner Cote and the Department of Public Health made a commitment to do the first printing of the booklets, which is why you are able to have a box of the Words Can Work booklets to take back to your communities. So Commissioner, thank you for keeping the commitment and doing the work that you do.

I want to introduce now the *DVD Steroids: True Stories Hosted by Curt Schilling*. The Red Sox were so instrumental in my getting Curt Schilling, as were Peter Roby and Allyce. I sat with Dr. Charles and the conversation lasted five minutes, and he said, 'This is something that Curt should do'. And then Curt had the opportunity to respond to my request, and it took him five minutes. He said, 'This is something I need to do'. I think that you all, many of you have told me this, that you respect Curt Schilling for standing up and being a man of his word, and keeping his commitment to helping reach young people and parents with information about the risks associated with the use of anabolic steroids.

I would like, just before the film rolls, to acknowledge my partner in production, David Skillicorn, I hope that you'll just stand and give a wave. Thank you, David. David is the editor and a lot of the brains for these productions, and I'm grateful. So without further ado, here is the Steroids: True Stories hosted by Curt Schilling.

[DVD PLAYS]

CRAIG CSOTA: Public speaking is not my thing, obviously. But I'd like to thank all of you for coming. Special thanks to Paul Cote for making an appearance here today. Thanks a lot to the Red Sox organization for putting this whole thing together here and hosting the event.

I started this thing about three years ago and had no clue it would be this big, especially here. This is my favorite place to be on the planet. Basically what we're trying to get across here, we have a great opportunity now, with all the media talks about steroids and youth, and all the horror stories going on, that hopefully this video can educate young adults, hopefully families and friends, girlfriends, whoever it is. And hopefully you guys can look at my story and my family and the burdens we went through, so we basically took the hit. And maybe look at Nate's story and see that he can do it without, and he's got a great opportunity to make it to the Olympics, and I wish him the best.

So, my personal thanks, I want to thank Curt Schilling, obviously, for taking some time and putting this together. I'd like to thank Dr. Olivardia, he's helped me a lot throughout the three years. I was pretty much a scumbag at the beginning of seeing him, and I've come across and turned into a paramedic, and I'm pretty proud of what I've done. I'd like to thank Jeanne, who put this together. She did a wonderful job. It's been a long road, a lot of ups and downs, and that's pretty much it with that. I'd like to thank my family and friends, who have stuck by me – I have a hard time looking at you guys now, but you know who you are. Katie, thanks a lot. I put

you through a lot. My mom and dad. I hope you guys bear with me, OK, this is kind of emotional Mom and dad, who have been there throughout this whole thing. But most of all, my biggest thanks goes to my son.

This little guy right here has actually made me into who I am today. So that's all she wrote, ladies and gentlemen. Thanks for coming. Take this video with you, educate whoever you can educate, look for the signs of steroid abuse, bring it to your schools, bring it to your libraries, bring it home, and it'll help somebody, hopefully, because I took the hit for you.

JOYCE COSTA: Good morning. Thank you so much for joining us today. What a great day at Fenway, what a great day for baseball, and the sun here in Boston is shining. But most importantly for us, our son is shining. Like New England weather, our family lived in an ever-changing climate with an unpredictable extended forecast for quite some time. For nearly five years, most days were overcast, with only occasional sun. Then a vicious storm developed, a storm so fierce that at times it seemed that there was no end in sight. Dark clouds rolled in and threatened our usually peaceful atmosphere, gale force winds created a negative energy that shook our home. And as the storm raged on, our family grew tired and weary.

The storm left in its path much destruction. Foundations that stood strong began to crumble. Downed power lines left everyone in the dark. And all means of communication were severed. Our family was weather-beaten. But after any natural disaster comes time for rescue, recovery, and relief. Needed support and prayers poured in from family and friends, and a most powerful rescue effort came from Dr. Roberto Olivardia. With his expert knowledge about muscle dysmorphia and his caring and compassionate counseling, Craig was soon on the road to recovery. The stormy conditions subsided, the fog lifted, and communication was restored. Thank you, Dr. Olivardia, from the bottom of our hearts.

In the aftermath of difficult times, stories are told that recapture the painful event and its effects, ways to prepare for future disturbances, and ways to prevent unpleasant fallout are shared and discussed. We would like to thank Jeanne Blake for all that she has done to help Craig and our family share a story that we pray will help many. We thank her for her sensitivity, her sincerity, and her steadfastness. Jeanne's loyalty, dedication, and commitment to a truly great cause, a mission, to make young people, their peers, and their families aware of important issues is to be commended. We are truly grateful that our paths crossed. Thanks, Jeanne, for everything.

And many thanks to our son Craig, for loving himself and his son enough to get the necessary help to reclaim his life. His career choice as a paramedic reveals his willingness to help others. But it is his devotion as a father that is most admirable. Every little boy deserves to be blessed with a dad like Craig. Craig, we are so proud of you.

There is an old New England adage: Keep one weather eye open. Which translates to, be on the lookout for possible danger or trouble. We urge you parents, siblings, spouses, friends, significant others, teachers, coaches, if you suspect that someone is using steroids, please accept this challenge: Confront him or her, encourage, and persuade him or her to seek help in the form of counseling and/or medical intervention, and provide him or her with unending support, understanding, and love. Never let go.

We are so thankful that there is a calm after every storm, and although New England weather is constantly changing, we are very proud and happy to say that for us, the sun, our son, is shining.

JAKE COSTA: I basically want to reiterate what my wife has said and what my son has said. We'd like to thank all those people that are involved, and I look around and I see Mayor Menino and I see Larry Lucchino and I see many, many people here. The most important thing for myself as an educator and you as educators is to get out and spread the word. That is the most important thing

You know, it's a wonderful story, it had a horrible beginning, a tumultuous middle, and a wonderful ending. But you don't want this to go through your own community, your own family. Get the video, spread the word. Because if you can just save one child, and as I was speaking with Dr. Olivardia earlier this morning, and I asked him, I said, Dr. Olivardia, more or less? Is it increasing or decreasing? And unfortunately, the answer was increasing. To children down as young as 12 years old. So again, I thank everyone, I especially thank my son for turning his life around and becoming the incredible father that he's become, and of course my youngest Red Sox fan

And speaking of the Red Sox, I truly wish to thank them for embracing this, especially with what's going on in Major League sports today. This is not an easy undertaking for them as well, and I tip my cap to them, and to all of you for coming. Thank you.

JEANNE BLAKE: It was easy spending three years with the Costas. I would like to also acknowledge Nate Hunter. Would you stand and take a bow for us, Nate? And his brother Chris, who turned that – what did we call you? A straggling kid? Stand up and take a bow for pushing your brother. And Dave Hunter and Liz, please stand.

We're here today because a year ago, in the summer, John Auerbach, public health commissioner of Boston, and I sat with Mayor Menino to talk about an underage drinking initiative, and as I was leaving I said, Mr. Mayor, I'm working on a project on steroids. And his eye lit up and he said, 'When you're finished with that, Jeanne, we're going to do something with that'. And Mr. Mayor, here we are, and I welcome you and thank you for being here. Why don't you come up and share your remarks.

MAYOR THOMAS M.MENINO: I want to thank everyone for being here this morning. Jeanne Blake, for us who have gray hair, remember she was the first one to talk about health in a public way a few years ago, when she was on channel 4 as the health editor on the TV, and she was on all the time. Today we're here to talk about the DVD and Words Can Work, but the parents, no one can say it better than you folks. It's a problem out there, and we've all got to recognize the problem. We've all got to work to educate individuals about the problem, because some folks just need a little extra help, and I think that's what this program does, it helps educate individuals on the issue of steroids. We're seeing a lot of folks, especially in sports, abuse it and ruin their lives. Curt Schilling, who has helped with this effort, is outspoken on the issue.

So when I come here this morning, I'm really surprised by the turnout we have. I thank you all for being here. Thank you for being concerned about the issue of steroids. I never thought, as I came here this morning, that this many people would show up for this issue. But it shows me there's a lot of folks interested who want to solve the problem, and I think the DVD and booklet will be able to educate. A lot of the issues we have today could be eliminated or reduced if we educate them on the issues. There's a lack of education out there on public health issues in so many different ways. I consider this a public health issue. So I'm just here today to congratulate Jeanne, MIAA, Partners HealthCare and Harvard Pilgrim, for their help with this plan, my public health commissioner, John Auerbach, which does a spectacular job. He's like just a guy who makes it happen in our city.

As I stand here this morning, I can't say anything more than what the Costa family said. That's the best testimonial. What they said, what they've learned, and how they've overcome it. Because we all understand in our own lives, we've all made a mistake. How we overcame that mistake, how our families helped us overcome that mistake. I always go to events and I always say, OK, anybody in this room who hasn't made a mistake, raise your hand. Everybody's made a mistake in life. And it's a fool who doesn't recognize they've made a mistake. We had somebody who reached out and helped us get beyond that mistake, and that's one thing today is all about. Education, it's about getting our kids to understand this, the DVD, the *Words Can Work* booklet, through sports, through schools, through boys and girls clubs, whatever it may be. I hope this is a best seller, the DVD and the *Words Can Work* booklet. It should be. It should be mandatory for teenager to read it, to understand it, and also to go through programs to have a real understanding.

So I just want to say thank you, thank Curt Schilling for allowing your name to be here, thanks to the Red Sox once again. The Red Sox. You talk about a sports organization that does a lot besides just on the ball field. They're a great team off the ball field also. You want public health issues? Jeanne Blake is the person. She's so good at so many issues, she's one of those – I get a lot of headlines. Sometimes good, a lot of times bad. But the Jeanne Blakes of the world, they make it worth it when it comes to health issues in our city and our country. I've met her at conferences all over the country, and she's out there talking about the issues that affect us in America today. Thank you, Jeanne. Thank you all for being here. Thanks a lot.

JEANNE BLAKE: Thank you, Mr. Mayor, for taking time to come today. John Auerbach, we'd love to have you add a few comments. Public Health Commissioner of Boston, John Auerbach.

COMMISSIONER JOHN AUERBACH: Thanks, Jeanne. You know, as the mayor said, in Boston we deal with a lot of different health issues, and no issue, we've learned, is more important than the issue of substance abuse. And what we've learned is that when we deal with issues of alcohol or we deal with issues of heroin, we also have to pay attention to steroid use, and that there has to be a comprehensive educational program that reaches our young people about the dangers of substances. So we view the Words Can Work effort by Jeanne as a critical tool in terms of educating our young people in school settings and in community settings. We've found that using the DVDs and the educational materials that she's prepared really can make an

enormous difference. So we're very pleased to be partners in terms of promoting this effort and promoting these tools, and we're very glad to be here today as part of this as well. Thank you.

JEANNE BLAKE: I've been asked to just give, because the majority of the people in the room are educators, and it's a broad term, there are a lot of coaches here, health teachers, school nurses are here, principals, just to give an overview of some of the ways that our materials are integrated into existing curricula. So I'm just going to take a couple of minutes to do that, and I'm sure that some of you already have a lot of ideas of how you'll take these back to your communities and use them.

Blake Works produces multimedia, DVDs, the *Words Can Work* booklets, and our website, wordscanwork.com, about the challenges that young people face growing up. This DVD and the *Words Can Work* booklet, the materials that you are receiving today compliments of the State of Massachusetts, and Partners Health Care, and Harvard Pilgrim Health Care, are designed to reach young people, parents, and other trusted adults in young people's lives, and of course that's you, here in this room, with information, the words and strategies that they can use to talk about these important topics. Our materials are research-based. We work with researchers from the Centers for Disease Control and Prevention and from Massachusetts General Hospital, and also from Harvard. Dr. Olivardia has been working with me hand-in-hand on this project for three years, and he signed off on every word before it went to print and came out of the editing machine. Thank you, Dr. Olivardia.

Research does show that when young people feel connected to a peer, a parent, or another trusted adult, they're going to make a safer transition through adolescence. The research also shows that when families can talk openly about the tough topics that have been raised today, those young people are going to make safer choices. So our goal in producing these materials is to help young people build these nurturing connections in their lives, and also have these life-saving conversations. Our materials are used in many ways, in communities and in schools, and in the home. And also in the workplace.

Schools and community-based organizations are using our DVDs as a catalyst for dialogue among young people. And on the DVD is embedded this discussion guide, that Dr. Olivardia also helped to write, and the questions are designed to really help young people think critically about the important messages that they've gotten from Nate and from Craig and from Joyce and Jake, and to really talk about them with their peers. And I think that, as educators, you already know this, that if young people have the opportunity to do this, to have these conversations, to think critically about it, they're more likely to internalize the message than when they're faced with a situation and they have to make a choice, chances are better that they're going to make the right choice.

Educators who have reviewed *Steroids: True Stories Hosted by Curt Schilling* have said that they can see its application and they plan to use it in a lot of different ways across the curriculum, not just in health class and not just for athletes. And we'll hear more about that from Dr. Olivardia on the panel, the importance of reaching across a broad range of young people. The messages are not just intended to be heard once, so that's why educators that I've worked with say that this can be used in biology class, it can be used in health class, it can be used with our athletes, it can be

used in social studies classes, because so many different topics can be discussed. What are steroids? How do they affect us emotionally? Physically? What about the current events today? What do young people think about the stories that are making the headlines today? There are many ways that we can help our young people internalize these messages.

The DVD is also designed for parents to view in groups with other parents, and we've had some terrifically successful groups of parents across the country that have come together to share how they've talked and how they've struggled with their young people, and what works, and what strategies other parents can learn by hearing how families have made it through, just as Joyce and Jake. We've pulled parents together, and then sometimes young people come as well, and then we'll break up into small groups and discuss it. And again, this helps young people think critically about these issues and internalize them, and then make better choices.

Words Can Work booklets can be used in a variety of different ways as well. Across the country, they've been used in schools. There's now a downloadable document on our website that has discussion points, so that these can be used in the classes that I mentioned before. Some schools are providing one for every student. Some schools are sending a copy home to every parent and encouraging a dialogue. We know that young people who hear these messages at school have to hear them at home too. They're going to have a much, much stronger impact if they can have them reinforced at home.

So we hope that you will find the materials that you've been provided valuable to you. Because the state and Partners HealthCare and Harvard Pilgrim Health Care have underwritten them, we know that there are 20 booklets in each box, and that chances are that you will need more, and because of their underwriting we're able to offer them at a lower cost, and the details of that are in the form on the inside. I also want you to know that Kettie, who is my colleague – where are you hiding, Kettie? Many of you have talked with her over the last couple of weeks, and e-mailed, and Kettie, thank you for working around the clock for the last three weeks to make this happen. Kettie and I are available if you want to talk with us about the ways that we know that schools and communities and corporations have used our materials. We'll share what we think are some of the best practices. And also Peter Sack from Manchester High School will be working with us starting in the fall. I know that many of you know Peter, and he will be able to share his wisdom with you as well.

We're going to start hearing from our panel, and Peter Roby is going to moderate. Could we ask our panelists to come up and take your seats?

PETER ROBY: As our panelists are getting organized for this portion of the program, just to reiterate some of what Jeanne was saying and how we might use this information.

As a former college basketball coach myself, I would have made my teams sit and watch this and we would have had a discussion about the issues, some of the things that might contribute to folks wanting to take those kinds of risks. So if you're a head coach of a program, I hope you will take the time to show everybody in your program, from the varsity to the JV to the freshman team. They would need to have to see this video before they actually step on the floor and play or jump in the pool.

If I had a bunch of young assistant coaches, I would make sure that my coaches and I watch the video together and have a discussion about the kinds of conversations we would want to have with our athletes. And quite frankly we might even ask ourselves, 'Is there anybody in our program right now that we might suspect is abusing steroids? Has their appearance changed that much? Are they starting to break out in acne in ways that we've never seen before? Are you hearing any rumors?' If we're not willing to have the conversation, then we're not going to fix the problem. So those might just be a couple of other suggestions. So thanks, Jeanne.

My job is just to facilitate a panel discussion with folks that are here with us today, and I'm pleased to be able to do that. You've heard a few of them already offer some words, and also we've heard others referenced. Dr. Roberto Olivardia, who is a clinical instructor at the Harvard Medical School, and he's also co-author of the book *The Adonis Complex: The Secret Crisis of Male Body Obsession*. We also have Agent June Stansbury, special agent in charge of the New England field division of the Drug Enforcement Agency. Garin VERIS, who is the director of the Department of Recreation for the city of Boston and also a former member of the New England Patriots, is on our panel today. You've heard from Craig Costa, featured in the DVD, and we're glad that Craig will join us on the panel, as well as his mother, Joyce, who was so eloquent in terms of her comments this morning about her experience with her son and her family. So thank you all for joining us and being here with us today.

What we'd like to do is, I'd just like to start by asking each of the panelists a question or ask them to comment, and then we're going to ask those in the audience to participate as well, if you have questions for any of the panelists. So as Curt Schilling said in the DVD, Dr. Olivardia, young people use steroids to enhance their athletic performance and their physical appearance. There has been much focus on the use of steroids by athletes, but that's only part of the picture, correct?

DR. OLIVARDIA: Absolutely. What we found, actually, is that the greatest predictor currently for using steroids is body dissatisfaction. So many people who are not on the field are using these drugs to enhance the way they look. Much like anorexia is a very serious problem with young women, we're seeing this be a very serious problem with young boys and young men today.

PETER ROBY: Thank you. Agent Stansbury, it comes as a surprise to many young people that possession of anabolic steroids is illegal. What is your office doing to address this problem here in New England?

AGENT STANSBURY: Well, we conduct investigations of anything of that nature. DEA – it wasn't an investigation in New England, per se, but in December of last year one of the largest investigations ever undertaken took place, and it involved all of the country. There were eight manufacturers, three of which were the largest in the world, who were taken down. They were selling steroids on the Internet illegally, and there were about 2,000 customers identified across the country, and there were several arrests made with respect to that. At any given time here in the New England division, we have three or four investigations ongoing, and the most recent

one, in Rhode Island we ended up arresting a gym owner who had been diverting steroids, and he also had been manufacturing them in the gym.

PETER ROBY: And we did read not too long ago about some young high school students from Connecticut that had taken a spring trip to Mexico, and then came back into the country with illegal steroids, that were apprehended and faced serious consequences.

AGENT STANSBURY: Unfortunately, that does happen a lot. People, for the most part, will do whatever to get them. It's our job, of course, the DEA, to keep the drugs out of the hands of people, but I have to say, we need the help of everyone here in this room in order to do our job. You can ask any DEA agent and they will tell you what they really would like to do is to put out of business. We would like this serious social problem to completely go away. But we're not going to be able to arrest our way out of it.

PETER ROBY: Thank you. Garin, you played professional football. What would you want coaches, parents, and other adults who work with our young people to know about the pressures that exist for young people that might be considering using anabolic steroids?

GARIN VERIS: I think the biggest thing is, with playing football, football is a very physical game, and it's about – I play defensive line, and it's about dominating the person in front of you. That's the whole perception of football, is to dominate and to beat the opponent in front of you. So I think that the drive is always there, and that competition to do whatever it takes at whatever level it is. Once you get to the professional level, that you're making a living at it, and a lot of people's attitude, I've got to keep up. I came in as a 252-pound defensive end playing against 280, 290-pounders, and in my mind I'm saying, Gosh, how am I going to compete against these guys? Because I'm physically not as big as they are. The temptation is always there, was always there. It was just the success that you do by hard work that you really had to – but the temptation there, my college roommate I had for two years, he was a football player that I never knew, when we were roommates in college and playing football, that he was doing steroids. So it's a secret thing that other people don't want you to know about. It's a personal thing, and he wasn't a starter so it was his way of trying to get up to that level. It's a mental thing. It's the competition. You have to learn about – and this is about education of what it does to your body, what it does to your mind, it affects the way that you go about sport. I think that the education, what it does to your body, that you have to be aware of.

PETER ROBY: Thank you, Garin. Was there a voice in your head that you might have been hearing from the time that you were youth football, someone that had instilled in you the importance of the integrity of playing honestly that may have kept you from making those decisions?

GARIN VERIS: I think so. It was just the matter of being a competitor, of making the right decision, of not doing drugs or alcohol. It was about hard work. I think it came from the parents. And that's a message that I would say, that parents really have to take a step into their children's lives to spread that word, and I think this video that Jeanne has produced is a great tool to get that message out to kids at younger and younger ages. Because they are doing it at younger and younger ages now.

PETER ROBY: And we have the opportunity, with all the controversy around Barry Bonds, as he ascends to the homerun record, it gives us the chance at the dinner table to actually have the conversation about what a shame it is that he's tainted his career because of the allegations around steroids, when he was already a Hall of Fame player. Thank you, Garin.

Craig, if there's one message you'd want young people to take away from the DVD and your story in *Words Can Work*, the booklet, and the DVD, what would it be?

CRAIG COSTA: I think the one thing that they have to just get across is don't get started on it at all. My big thing I'd like to tell you guys is to look for the signs. A lot of people don't have – you hear a lot of things, what goes on the gyms, what goes in the field, and it's a competition and the whole spiel. But a lot of times you have to look for the different types of signs. Aggression, a lot of times it happens in twos, a lot of guys in the gym, they'll be in competition, they'll be like packing on size together. Again, the separation stuff. But my biggest thing that I'd like to tell them is just don't get started at all, because there's no such thing as a one-cycle. People cycle on, they cycle off, but if that's your high and if that makes you feel the way you feel, why get off?

PETER ROBY: I think one of the things that we learned in this DVD that may have surprised people is that you can actually get addicted to steroids like any other drug. I think some people think that they can just, as you say, jump on, jump off, and in reality your body's craving it like any other drug, right?

CRAIG COSTA: Especially, being diagnosed with muscle dysmorphia, you have actually no perception of how you actually look, your size, you have no clue. You compare yourself constantly to other people in the gym, other people just walking around in rooms, mirrors constantly. And if that's the drug that's helping you hopefully reach these outrageous goals of *Flex* magazines, then that's going to be your addiction.

PETER ROBY: Thank you. Joyce, what message might you send to parents to take away from the DVD and your story in the *Words Can Work* booklet?

JOYCE COSTA: I think I would agree with Craig as far as looking for the signs. They appear slowly sometimes. I think the personality change that we viewed as parents, like I said in the video, was slow, and I think you second-guess yourself and you're not really sure if it's typical young adolescent, teenage, young adult behavior. It's a fine line. Is it just a little rebellious, is there a little bit of an attitude being shown? Is it just being grown up and I just want to get an edge on mom and dad? And it's really not. I think as it gradually gets worse and worse, and like Craig said, the separation from family and friends, it just breaks you. It breaks your family. And I can only say look for those signs, try not to deny, get them help, and look for the best help that's out there. And if you reach someone that your son or daughter or a friend said it's not working, then you need to go out and you need to look for the right person for that person that's going to get them the necessary help. But be aware and educate and watch the videos and talk, and especially coaches – both my husband and I are in education, I'm at the high school

level, I see tendencies that scare me, and I really think that coaches and teachers really need to be aware so that they can be looking for those signs as well.

PETER ROBY: Thank you. We'd like to open it up to the audience and have some interaction. So we have a question up here in the front row.

AUDIENCE MEMBER: This is for Craig. Most people don't want to tell their family about the issue, but you came and told a room of strangers, and so I want to applaud you for that. The question is, what do you tell young people who are thinking about going down that road but also have their peers on the side saying, Yes, do it, do it? What would you say to them as they're having the peer pressure and they're also having the other social issues impact them as well?

CRAIG COSTA: My answer to that is you have to stop the ball from rolling too fast, too quickly, right, like nip it in the bug right there. The big thing is, you've got to prioritize. At that point in my life, I was working dead-end jobs, I really didn't have anything going on, right out of high school, and my only priority was basically hitting the gym. My self-esteem wasn't the best, so I'd just keep packing on, packing on, and the inner shell is still there. Just prioritize. Find something in your life, whether it's a job, another person, having a son, you just have to reprioritize your life and just stick with that.

PETER ROBY: Other questions?

AUDIENCE MEMBER: Doctor, I was interested, in this era of media information, we have so much information with all of the negative publicity on steroids that has been coming on. Why, as you mentioned earlier, are the numbers increasing?

DR. OLIVARDIA: Because along with that information, we also have a lot of media imagery that promotes a specific way to look for boys and men. To give you an example, there's a Sony PlayStation game called Duke Nuke'Em, which is sort of a Rambo-like character, and in one of the versions of this video game, which, mind you, is played by 9- to 15-year-old boys, if Duke is losing power, all he needs to do is click on the hidden bottle of steroids and his body gets big and really muscular and he can kick his opponents to death. And so this is what we're up against. We're up against that, we're up against magazines that are promoting, and really heavily advertising supplements, some of which are very dangerous and are not that far away from some of the steroids that people are doing.

And I think it goes back to, again, that sort of adolescent immortality, that we hear about these things and health problems that exist, but we really need to talk to these kids about the long-term health effects. They only see the short-term effect of getting big and getting muscular. They don't understand that there are real cardiac issues that can come from this, brain tumors, liver damage. The list is endless. So we're up against that, and just as we educate our young girls about everything from fashion magazines to the Barbie doll, we have to talk to our boys about the images that they get as well. And we don't see that as much.

JEANNE BLAKE: Dr. Olivardia, twice you've said our young men and boys, but also we know that girls are also using anabolic steroids to get a defined or toned, lean look. Could you address that, so that everyone is aware of that as well?

DR. OLIVARDIA: Definitely. Especially as more and more girls are – which is great – entering the athletic arena, which is a good thing, but unfortunately, they're also competing like the boys are in a lot of ways, and by using drugs that will shed a lot of water weight, tone them up, make them muscular for certain sports, and we're seeing that more and more. Even just talking about this issue with boys is so secretive enough, that with girls it's even more of a very hard shell to crack for girls to even be talking about it. But it absolutely is increasing amongst women as well.

PETER ROBY: Other questions?

AUDIENCE MEMBER: Thank you. Joyce, I think you might be able to address this. Our whole society is turning towards looking at children and their ability to succeed in the academics. Do you think that we have gotten away from educating in health, music, art, physical education, and because we don't have enough time in school to devote to health issues, is this one of the things that is giving parents – well, not giving parents the help that they need to be able to talk to their kids about not just the marijuana, because that's what everybody knows about, marijuana and that is a gateway drug to other things, but I guess I'm kind of bashing the fact that we spend too much time on the tests that measure kids and not enough time on the things that grow kids.

JOYCE COSTA: I can only speak for the high school that I'm at, and I would honestly say that the health department, I really believe it's doing a great job. I really don't know about the rest of the high schools across the commonwealth, so I would hope that the health programs and the sports events – I really strongly believe that there are high schools out in the commonwealth that really need to take, if it's three times a year or once a year, they really need to get their athletes in and maybe not, like Dr. Olivardia said, it doesn't maybe need to be just athletes alone, to see a DVD like this, so that the body image along with the steroid abuse and the competitive edge that the kids are looking for, it needs to be there. I would pray that all the high schools are doing the work of my high school right now, but I really can't answer that. I just pray that they are or will get on board.

AUDIENCE MEMBER: I guess my question is, I understand that we don't want to get the ball rolling when it comes to steroids in improving the way you look and improving, I guess, how you perform on the field. But where do we really stop the ball? Is it when we're doing the protein shakes and we look at these energy supplements? Do you guys consider those as gateway into something else, or are those OK and are those safe, as long as they're all natural versus this and the other thing? How do we really tell the kids that we're talking to, Hey, these protein shakes, are they good or they not good?

CRAIG COSTA: I think any type of drug you can use, whether it's legal or not, you're going to end up hitting a plateau eventually. So whether it starts with the protein shakes and turns into creatine and that turns into glutamine, and it just grows and grows until now the illegal

steroids come into play, whether it's in pill form or injection form, and it grows. The beast just grows and grows until you don't want to stop. So I guess my answer to that is, try to stay off even the legal stuff. Try to do it in a totally clean way.

DR. OLIVARDIA: I would agree with Craig that, a lot of my patients who are steroid users start with taking the supplements and, as Craig said, they don't look like the model on the box of the supplement, because the model on the box did not use that supplement to get that big, they used steroids. When you hit a plateau, you get so frustrated and so desperate that it's not that much of a leap to then suddenly take steroids.

The other thing, and I tell my patients, is that those products are not regulated by the FDA whatsoever, so we don't even know how harmful or helpful they are. Most of them, we've found, actually don't even do what they propose to do, and some of them – ephedra, which was an ingredient that was killing people, was in those all-natural products. Marijuana is all natural, it doesn't mean that we should be taking it. So I totally agree with Craig, in that once you get down that road it's, again, the promise of using a product to try to build a certain body, rather than just paying attention to proper nutrition and to healthy exercise, and that should be the road that people should focus on.

GARINVERIS: I think also, the problem with trying to mask steroids or things that hide. Kids or adults are always looking for the antidote to the testing, and I think it goes from creatine to, I think it was Mark McGwire and androgen, there's always a step. Kids, adults are always looking for that way around to beat their opponent or to take that next step. That's where you have to get out of that cycle, I think. Even though it may be legal at the time, I think at some point it's going to be determined that it does affect your body, and they are going to become illegal.

AUDIENCE MEMBER: Picking up on that, I wonder when you recommend – anyone on the panel – the conversation to start. Do you start in Little League and elementary school? Do you wait until the kids are a little bit older? How would you recommend to parents that they handle this, and at what age should they start?

GARINVERIS: I know myself, being the director of recreation here in the city of Boston, and that is something that we definitely want to get into the curriculum and work with the MIAA on education earlier and earlier for young kids. Whether they're Little League, they're coming in to our park facilities, or in our community centers, and in Boston public schools, to get the education out there and let the kids hear the information and take it from there.

PETER ROBY: That's also the opportunity that that nurturing adult has to engage those kids in a conversation around current events. So if you're a Little League coach, then you should already be having the conversation about Barry Bonds. What do people feel about Barry Bonds? Is he still your hero? Do you feel like he cheated? Does it change your view? Would you ever consider that? You need to engage the kids in the conversation so that you can start talking about, if we have to cheat in order to win then it's a hollow victory. We should always be trying to strive for victory with integrity. If we can start instilling those values in kids at an early age, that winning illegally is not winning at all, then maybe that'll have some sort of impact on how

they'll view those temptations when they get to middle school and high school and beyond. But just as that is the case, if we're coaching young kids and we're willing to say send the other kid up to the free throw line if he's a better free-throw shooter, even though you know he didn't get fouled, in essence what we're saying is that cheating is OK as long as you don't get caught. So do you then have any responsibility for a kid deciding that, if I don't get caught using steroids then it's not cheating? I don't want to make a big leap, but these things are all cumulative, and if they see you as a role –

AGENT STANSBURY: I've heard it said that everyone makes mistakes, and that's absolutely true. But I think what we have to get across to our kids, and whether we're talking about steroids or any other illegal drug, is that they can't afford to make that mistake. If they make that mistake, they already went down a road that they may not be able to come back from. I think it's really good that Nate and Craig, and in Nate's case he made the decision not to use steroids, and in Craig's case, it's wonderful that you were able to come back. But of course what we're all hoping for is that they never go down that road, because I can tell you, unfortunately, about just as many other stories where kids have committed suicide or have died. As a matter of fact, DEA is having a vigil on June 8 in Washington, D.C., for victims who have died as a result of drug abuse and for their families.

It's wonderful about his son, that he now sees you the way that he sees you, but unfortunately there are a lot of others out there who don't have a success story, and it took what, how many years to come back? Was it three years that you guys were fighting this? So again, they need to understand what the consequences are at the end of the day, when this is all being taught, in hopes that they won't make the wrong decisions. We know that there are health concerns, of course, and the whole idea of good sportsmanship, we don't want them cheating. And then, of course, I have to say, at the end of the day, if none of those consequences scare them enough, that they may be arrested, and that brings forth a whole lot of other negative consequences as well.

PETER ROBY: That's a terrific point. Thank you. Other questions?

AUDIENCE MEMBER: The idea that images in the culture, the media, would drive boys in this direction, sort of the perverse flip side of anorexia, if you will, with girls seeing thin models and so forth, is truly disturbing. But I'm curious, Dr. Olivardia, if you have a sense of where we're at today. I always was under the assumption that this was a performance enhancing thing. That's what, I think, most of us read in the media, and Barry Bonds and so forth. At any given high school or college, do you have a sense of how pervasive is this phenomenon, or is it really still more about performing well in sports?

DR. OLIVARDIA: We find that, actually, the body dissatisfaction piece is the primary piece and the primary predictor. There's no question it's increasing in the athletic arena as well, but many of the patients I've worked with over the years are people who are not on football teams or baseball teams or related to athletics. They feel really inadequate and real empty about themselves, and feel 'If I get this body then it will somehow compete me in some way'. It's very similar to sitting with someone struggling with anorexia, that same idea, except I need to lose 10 pounds, I need to lose 10 pounds and then everything will be OK. I hear from these guys, I need

to put on 10 more pounds of muscle, I need to put on 10 pounds of muscle. They're just as obsessive about their eating as people with anorexia, except instead of abstaining or restricting from eating, they are making sure they're measuring their protein, they want to make sure they don't have the fat, they're monitoring carbs. It's a pretty big problem.

What I hear from a lot of the boys and the men I treat is that oftentimes will mistake it as healthy behavior – oh, they're at the gym, albeit five hours, but at least they're at the gym and they're working out. Or doctors might not realize that there's a serious problem here. So what's great about this here, and just what we're doing is really educating people that it's absolutely a problem in athletics, but it goes beyond that as well.

GARIN VERIS: I see something too, I've seen reports on television about men now with chest implants to make their chest look bigger, and calf implants, and buttocks implants. That shows that our society is so image conscious, that we want to – and you see, if that's happening, that young kids want to just continue on with that same perception.

AUDIENCE MEMBER: I really have a comment, knowing that there are so many educators, principals, teachers, nurses here, that the schools are such a perfect place to reach all the kids whose parents don't talk with them or who don't have coaches that will advise them. But yet the first place in budgets to be cut is school-based health clinics and health education in schools. So I would ask you to please be vigilant about your city, your town, and the state actions in regard to these line items. And when you see that these are being cut, there is something you can do about it. You can call your representatives and you can say to them, 'We want this line item protected. We believe in school-based health clinics, and we believe in school health education.' Because with all the pressure around MCAS and the lack of time for teachers to do everything that they need to do, these will disappear, I can guarantee you. So that's my comment.

AUDIENCE MEMBER: This is for Dr. Olivardia. I just want to ask a question – I guess, maybe correct me if I'm wrong, but the FDA, as far as supplements, as somebody mentioned over here about shakes and so forth – I work as a certified athletic trainer, I see a lot of that stuff on the front lines, and I'm wondering why they don't regulate stuff. In 1994, I believe, that stopped. And is there a push to get back to regulating some of this stuff, that I can walk into a locker room and it's like a mini GNC there, and I'm trying to prevent that. If you're telling me that's the gateway drugs, then how can we regulate that to try to assist us out in the field?

DR. OLIVARDIA: Honestly, I don't know why they're better regulated. I think there's probably some economic decision, maybe, around that or whatnot. But with a lot of the ephedra products, those have been pulled from the shelves and now a lot of products are supposed to be ephedra-free, but they're using these "natural ingredients," again, that some of them are speeding up heart rates, some of them are acting almost as amphetamines. I don't know why they're better regulated, but that's a whole other underbelly of all of this is that a lot of people are going to these natural stores and things like that, buying these products, and using that and then getting to a point where it's not working for them anymore.

AGENT STANSBURY: And if I can piggyback on that, another thing you can tell the kids is that they're almost like human guinea pigs when they're trying drugs like ephedra or ephedrine or what have you. Pseudoephedrine and ephedrine are precursors to methamphetamine, and for the most part, I'm not a chemist, but they tell me that you squeeze off a molecule and basically that's how you end up with methamphetamine. So when we see that there is a large potential for abuse and when they see that there are these health concerns, that's how these products, whether they're chemicals, end up being regulated. And DEA is involved in that process. But again, it's almost like they have to get bad for you to know that the product is bad before anything ends up happening with it. So again, we don't want our kids to be human guinea pigs.

AUDIENCE MEMBER: Young men think the emphasis on eating better is just a woman's thing to do. What kind of training do you do with that?

DR. OLIVARDIA: That's actually one of the first things I do when I work with someone who struggles with type of problem is the basics of – the intake session when I meet with someone, I ask them how many hours a night they sleep, what are those hours that they sleep, are they sleeping from 4 a.m. to 11, or are they sleeping from 11 p.m. to so forth? What are their current eating habits? Because we are a culture that's fast and we're getting faster and faster and faster, so people are skipping breakfast and they're overeating at other times and they're downing a diet shake. So it has to start at that level, absolutely. And it's amazing how many, I think just on a more pervasive level, that our habits around sleeping and eating are just terrible. I'm working with a 14-year-old boy now who thinks that four hours of sleep a night is OK, meanwhile he's falling asleep in class and getting addicted to speed and things like that to try to get him through the day. So absolutely, starting with that foundation of sleep, and eating, and just proper care and hygiene for the body, and starting from that point. Because if you have no sense of what proper nutrition is, it's going to be a downhill battle.

AUDIENCE MEMBER: I have a question for Garin. I work with high school kids, I've been a host parent for collegiate league baseball players, for minor league baseball players, and also for men who are actually in independent leagues trying to get back into the programs. What do you tell these guys when they basically could lose their positions, their jobs, at any point because they guy next to him is doing steroids, and they're trying to stay off? What do you tell these guys to try to keep them clean?

GARIN VERIS: There was a guy, I don't know if people would know Steve Coursin, he's played with the Pittsburgh Steelers, and I saw a Sports Illustrated where, this guy was an offensive lineman for the Pittsburgh Steelers during their heyday of the late '70s, early '80s, and there's a picture in Sports Illustrated, he was the biggest person I had ever seen in my entire life. I think I was still in college at the time. They showed a picture of him coming out of the weight room, and this guy was massive. And I said, Man, I'm going to play against this guy when I get up there. And I actually overlapped one year. He went on to have a heart problem, I think ended up having a hole in his heart, but through good eating and exercise he was able to overcome that disease. But I think a few years after that, he actually died, not of what he thought was steroids, but actually a tree fell on him and he died. But he felt that his problems that he had health-wise was due to his massive steroid abuse.

Lyle Alzado passed away. He felt that his ailments were due to his taking horse growth hormones, or tranquilizers, and all this wild stuff. When I speak to kids, I say, 'You may look good on the outside' – and you can say this for adults too – 'but inside, that stuff is eating you up. It's going to take years off your life'. I would think if you told that to an adult who's trying to get to the next level or anything, why would you want to take 10 years off your life for a shot in the dark to go to the next level? That's what I would say. But once again, it goes back to that competitive nature. People will want to take those risks. I personally, and I'm sure most people in here don't want to take 10 years off their life.

AUDIENCE member: They're looking for right now. They're not looking for 10 years, I may be hurt, they're looking at today.

GARIN VERIS: I would say they need to go to a health professional like Dr. Olivardia, to let them know the real deal about what they're doing to their bodies. I'm not an expert on it, but they should go see somebody that has that expertise to let them know. And it's not a scare tactic, it's just the truth.

PETER ROBY: A collective bargaining agreement might be a good place for them to start. If they get caught using steroids, they're going to get suspended 50 games. And if they get caught a second time, it's 100 games. So they're not going to be able to make any money if they get suspended for using drugs, and right way they're tainted as a cheater. So if you're in AA before you're in college and you've already been tainted as a cheater on steroids, the chances of anybody wanting to take a chance on you at that point, given the number of guys that are out there that they could take a chance on, it's pretty small.

The only other thing that I would say is, for all of us, we have to start getting young people to define success for themselves beyond what they read in the papers. We have to start defining success in different ways, and we have to start that conversation at an early age.

GARIN VERIS: I just read something in a clip off the Web that people who are getting caught with steroids, at the professional level at least, most of those people are retiring after they're busted because of the shame of it. The higher the price it is for them to get caught, I think you'll start to see the numbers go down, at least at the professional level.

PETER ROBY: Think of how we perceive Mark McGwire today, as opposed to how we perceived Mark McGwire after he retired. We don't even know for sure that Mark McGwire did use steroids, but given his testimony before Congress, he has no credibility anymore. He has no credibility. And it's a shame, because he was a terrific player. That's all we can do, is try to highlight those examples that hope people will make better decisions.

AUDIENCE MEMBER: Jeanne, hearing everyone speak, it seems like we're taking a holistic approach with regards to this issue: education, prevention, information, who's playing a role in doing this. But I think we're also being challenged, and I have a question for you, to play a role that's proactive to those areas that are provided us. For instance, the doctor mentioned the role of the videogames, GNC, and others who provide the stimuli, if you will, in changing

our cultural aspect of how we look at each other. Shouldn't we be playing a proactive role out of what my friend said as far as being cognizant of what's happening at the State House or whatever, so that instead of waiting for the State House to make the cuts, we're proactively saying, These types of programs are important in our schools? And then furthermore, are there associations or advocacy groups that say, We're addressing the issue as far as how consumers are being attacked, if you will, by those the doctor mentioned, the videogames, etc.? Is there such an organization like that?

JEANNE BLAKE: I serve on an American Psychological Association taskforce that's developing a report on girls. The report will going to focus the media, magazines I think that there will be a call for action coming out of that. Dr. Olivardia might have more information about whether there are associations, organizations, grassroots organizations that are trying to make a difference. I understand what you're saying, and it leads to a question that I was going to ask Dr. Olivardia as well. We're hearing a lot about the influences, and we've also heard, and Peter has mentioned too, on a number of occasions, that a lot of this has to take place within the family. A lot of kids can't talk with their parents, because their parents are either physically or emotionally not available, and that's why I think the people in this room can play such a key role.

And I'm wondering, Dr. Olivardia, and I hope this partially addresses what you're saying, is that at some very key level, you know that developmentally children aren't equipped during adolescence to be able to look ahead. Some young people are still going to look at Craig's story and say, 'You know what? It wouldn't happen to me.' And they're still going to take steroids, because their brain isn't wired so that they can make those connections. And that's where adults have to step in and help do that. Until organizations, grassroots organizations, that are saying, 'Time out, let's try to control some of this,' what do you hope that the adults in this room that care about kids, and parents, when they have that open communication with their kids, can do to start to help almost immunize their children, and to teach their children that they are not immortal, that they are vulnerable?.

DR. OLIVARDIA: I think it really starts sort of just establishing the family base, is on thing, and just promoting a child's self-esteem in all the other areas. Many people who struggle with steroid use are people who are kind of putting all their eggs in one basket by using their body to dictate their self-esteem. So when you broaden their concept of self-esteem to the work they do, to the relationships that they have, to the skills or their creativity, that is definitely one of the immunizations that we see. And just really talking about it. I've had parents, clients of mine, who have said, I was kind of nervous bringing this up, I didn't want to put ideas in his head, talking about these drugs, and now I wish I did. It's OK, bring it up. You're not going to make someone who – if they're someone who would never touch steroids, bringing up steroids isn't going to make him do steroids. So bring it up, talk about it, be honest, be educated. These days, with the Internet, a lot of children are getting information quicker than the parents are, and so we have to just be up-to-date, and that's why I think this video is so powerful.

Also, commending Craig and commending his family, is that it really feels that this is not an individual issue. When you're using steroids, you are affecting not only yourself but everybody who loves you and everybody who cares about you. I think making it – therefore the treatment,

the intervention, has to be all of those people who care and love you, and everybody working together to sort of help you through that.

PETER ROBY: Why don't we let Bill have the last word. ...

BILL GAINES: Thank you, Peter. That was a segue to maybe an observation that I'd like to make, and it has to do with, really, the power of influence that, in fact, each of us have. I happen to have the privilege to represent the MIAA and over 200,000 student athletes who participate in interscholastic athletics, and we profess interscholastic athletics to be educational athletics, with a mission to teach life lessons. And life lessons include helping kids make healthy life choices, as well as ethical choices, what is right and how to do that.

What observation I make here today is that there are representatives and leaders from innumerable groups that have come together and collaborate. Just to my left are leaders who reflect the expertise. But I don't want to underestimate the expertise of every person in the room, whether you be parents or coaches, and most of the people I know that are interested today are from our schools. The influence you have with all of those kids under your charge, so much of that influence has to do with what you model, what you say and do, and your perspective on success and winning and those type of things. But what formula we have that fortunately has been started through Jeanne's great works is that we're collaborating. We have to take, in my opinion, this team. A little anecdote, if the Red Sox flag did not wave in this project, we may only have a handful of people that came today. The power of influence needs to be contributed by the different constituencies, and this can go and go so far and make a difference.

The people in the trenches here make a difference every day, but they need these resources and tools. We need the time and the money with the projects, but it is the setting such as this and the tools that Jeanne is providing that can provide the impetus, the catalyst, for us to continue to keep this collaboration going and, hopefully, make a difference.

PETER ROBY: I'd like to end today's program by thanking all of you for showing your concern for this issue enough to want to take time out of your busy schedules to be here in support. I want to thank Jeanne Blake and her vision for putting this program together and for doing this DVD. Thank goodness for people like Jeanne Blake who keep these things in the public consciousness. I want to thank all of our panelists for taking time out from your busy schedules for being here and offering your expertise and your insight, especially the Costa family, for allowing us into your lives enough to help others benefit from what you've had to go through.

Lastly, I just want to say that you've all been given some tools now, and as Bill says, we have an obligation from here on in to be a catalyst for this change. If we can all commit to sharing this information with 20 and 40 and 60 other people, however way we can do that, then that's going to make this event today with the 200 that are here actually impact thousands, and that's ultimately what we want to do. So I want to thank all of our sponsors for their willingness to support the importance of this work today, allowing us to provide all these packets for you. I hope you've benefited from it. And we at the Center for the Study of Sport in Society are so thrilled to be a part of this, and we want to thank you all for coming today.

[END PROGRAM]