



Insight and Innovation across UKAD

Initiatives aimed at understanding the prevalence of doping and impact of education

Wednesday 5 October 13:00

Speaker bio

This third webinar in the four-part Clean Sport Connect series will examine initiatives aimed at understanding the prevalence of doping and the impact of education. It will provide an update on recent research findings and outline projects supported by UKAD which shall examine the impact of anti-doping education.



Sam Pool

Head of Insight and Innovation
UK Anti-Doping

Sam joined the organisation in 2017 and has worked in roles across the Operations, Legal & Regulatory Affairs and Strategy & Education directorates at UKAD. He has been Head of Insight & Innovation since March 2021, with his team being responsible for co-ordinating UKAD's engagement with research and data analytics. Sam has previously completed a Master's degree in Exercise Physiology at Loughborough University and has experience working within the private health sector.



Professor Andrea Petroczi

Research Professor
Kingston University London

Andrea is a Research Professor at Kingston University London. She is an internationally recognised anti-doping expert, with background in psychology, management & marketing, and journalism. She is also a visiting professor at KU Leuven (Belgium), and at 'Foro Italico' University of Rome (Italy); and a research fellow at the Willibald Gebhardt Institute, University of Münster (Germany).

Andrea obtained a PhD in sports administration from the University of Northern Colorado (2002) and a PhD in psychology from the University of Sheffield (2015). She is a founding member of the Clean Sport Alliance and she chairs the WADA Doping Prevalence Working Group.



Professor Ian Boardley

Professor in Sport and Exercise Psychology
University of Birmingham

Professor Boardley is a Professor in Sport and Exercise Psychology at the University of Birmingham. His work spans several areas relevant to transgressive and harmful behaviour in sport and exercise. In recent years, the predominant focus of this work has been on understanding the psychosocial processes that underpin use of prohibited performance enhancing substances in sport and exercise. In particular, Ian is internationally recognized for his work examining the role of moral disengagement in explaining transgressive and harmful behaviours in sport and exercise. Ian's research has been supported by funding from WADA, the IOC, the EU, and the ESRC.