Evaluating the 100% Me Prevention Campaign for the Use of Image and Performance Enhancing Drugs (IPEDs) in Sports

V. Barbati, T. Zandonai, G. Penazzi, C. Del Sal, S. Venturini, G. Esposito, O. Corazza

University of Trento – Addiction Science Lab; E-mail address: vittoria.barbati@unitn.it

Introduction: Image and Performance Enhancing Drugs (IPEDs) is an umbrella term encompassing substances used to improve appearance, physical, or cognitive performance. Their increasing use reflects multiple psychosocial drivers, including body image dissatisfaction, performance pressure, social comparison, and cultural ideals of success. Despite these contributing factors, research on prevention strategies remains limited. To address this gap, the 100% Me prevention campaign was implemented to raise awareness of the risks associated with IPED use and to promote healthier, evidence-based approaches to body image and performance enhancement. The aim was to evaluate the effectiveness of the 100% Me multimedia prevention campaign in increasing awareness and understanding of the risks associated with IPED use among students and athletes.
Methods: The 100% Me campaign consisted of five original educational videos, each focusing on different aspects of IPED use, including associated risks, social influences, and positive alternatives. These videos were used both as standalone materials and as part of a broader intervention that included facilitated workshops. The campaign targeted 300 participants (students and athletes) using a pre–post design comparing a video-only group with a video-plus-workshop group. Here, we report preliminary findings from the video-only condition (N = 113). Participants attended a 45-minute session including a pre-test, video exposure, and post-test. Outcomes included knowledge and sensitivity questionnaires and the Audiovisual Production Assessment Scale (APAS).
Results: Preliminary analyses revealed a statistically significant increase in awareness of IPED-related risks ($\beta = 0.122$; p = 0.0066; Cohen's d = 0.109). The effect was stronger on emotional–cognitive awareness (d = 0.223; p = 0.0037) than on factual knowledge (d = 0.078; n.s.), suggesting that the videos were more effective in shaping attitudes than in transferring information. APAS scores indicated a positive overall evaluation (mean total score = 70.95/100), with the highest ratings for observational learning (3.90/5) and cognitive comfort (3.77/5), while facilitation scored lower (3.25/5), indicating the need for stronger actionable components. Effects were consistent across gender and sport practice, suggesting equitable impact.
Conclusions: Preliminary findings indicate that the 100% Me video campaign effectively increased awareness of IPED risks among students and athletes. The five videos proved to be engaging, equitable, and emotionally impactful prevention tools, with results comparable to those of more complex interventions. These findings support the scalability of video-based multimedia strategies that integrate scientific evidence with storytelling to counter misinformation, raise awareness, and inform prevention-oriented initiatives in sport and health contexts.

doi: 10.1016/j.etdah.2025.100194

Malleability of Body Representation in Bodybuilders with and Without Muscle Dysmorphic Disorder. A Rubber Hand Illusion Study

M. Baysaloglu, O. Corazza, F. Castro

University of Hertfordshire, Hatfield, United Kingdom; E-mail address: f.castro@herts.ac.uk

Introduction: Whilst exercising is associated with a healthy lifestyle, recent evidence indicated that excessive physical activity may lead to exercise addiction, especially among gym-goers. This may be fuelled by the pursuit of an "ideal" body shape, which has closely been linked to Body Dysmorphia Disorder (BDD). Within the bodybuilding community, this condition is commonly referred to as Muscle Dysmorphia (MD), a subtype of BDD. It is characterised by an intense preoccupation with one's own body as being smaller than it is. MD is linked with image- and performance-enhancing substances such as anabolic-androgenic steroids, which are used to boost muscle growth and enhance physical appearance. However, these substances pose significant physical and psychological health risks. To date, limited evidence on the behavioural and neural mechanisms of this condition exists, which may prevent further advances in rehabilitative protocols to ameliorate the condition.
Methods: This study explores whether muscle dysmorphia symptoms and IPED use are linked with the malleability of body representation by using the Rubber Hand Illusion (RHI) with bodybuilders and control participants. Each participant completed a classical RHI paradigm, with the experimenter stroking the rubber and real hand synchronously, asynchronously and in an incongruent (180° rotated hand) condition. Embodiment of the rubber hand was assessed using the RHI questionnaire and proprioceptive drift. Muscle dysmorphia was assessed by using the Muscle Dysmorphic Disorder Inventory (MDDI). Additional measures used were the Narcissistic Personality Inventory-8 (NPI-8), Domain-Specific Risk-Taking Scale (DOSPERT) and Exercise Addiction Inventory (EAI). Data analysis will examine whether higher IPED use is associated with greater malleability of body representation and explore the relation to behavioural and personality traits through correlation analyses.
Results: Data collection and analysis are still ongoing. Results and conclusions from the study will be presented in the final poster.

doi: 10.1016/j.etdah.2025.100195

New substances, new psychoses

G. Bersani

Rome Sapienza Foundation, Sapienza University of Rome, Italy; E-mail address: giuseppe.bersani@fondazione.uniroma1.it

Consensual clinical experience indicates that in recent years the spread of an increasingly large and heterogeneous number of psychoactive substances is leading to substantial changes in the phenomenology and course of mental disorders, particularly psychotic disorders. NPS play a central role in this change and contribute, in a powerful yet highly variable manner, to the presence of previously undescribed clinical entities. The clinical constructs of Substance Use Disorder and Dual Diagnosis now appear insufficient to describe the breadth and complexity of the phenomenon. Some new clinical categories have been described, not yet included in official nosographic systems, such as spiceophrenia, synthetic psychosis, lysergic psychoma, hallucinogen persistent perceptual disorder, and others, in an attempt to recognize clinical forms of highly variable psychopathological conditions. In fact, the traditional diagnostic categories of psychiatry, particularly those of psychotic disorders and mood disorders, no longer appear capable of realistically describing the clinical variability of the psychopathological pictures of psychotic patients. Furthermore, it is necessary to consider the marked clinical and outcome changes that the widespread use of psychoactive substances induces in the clinical presentations of patients already suffering from mental disorders, so that the clinical presentations of, for example, schizophrenia or bipolar disorder very often appear significantly altered in their symptomatology and course. On a strictly clinical level, certain psychopathological features appear more consistently associated with the use of psychoactive substances, such as greater severity of paranoid symptoms, high frequency of exacerbations, mood instability, dysregulation of emotions and behavior, early cognitive decline, and resistance to traditional pharmacological treatments. This is a clin-