



nineteenth annual

# POWER of PREVENTION Critical Issues Conference

Wednesday, October 12, 2016

*Become part of the solution through the Power of Prevention  
Produced by the Utah Council for Crime Prevention*

## The Artificial Athlete: At What Price?

*Dr. Bill Beacham, Executive Director, Center for Drug-Free Communities, Irvine CA*

Our student athletes today must make decisions about chemicals that no previous generation has had to face. This means, parents & coaches too must learn to cope with the reality of a world in which chemicals are readily available to their athletes. We will explore the myriad of Performance Enhancing Drugs (PED) from Anabolic/Androgenic Steroids to Growth Hormones, Creatine long with the Steroid Addiction Continuum. What are the roles of coaches and parents in prevention and intervention? Finishing with Competitive Discipline and the 11-Critical Performance Factors.

*Dr. Bill Beacham, Ph.D., (Univ. of Oxford) is the Executive Director of the Center for Drug-Free Communities since 1988, specializing in Treatment of Addictive Behaviors and Training in the areas of Drug-Free Schools. He is California Board (BBS) Certified. He is the former Director of Training/Clinical Services for Care Unit Hospitals where he trained addiction specialists, educators, parents, law enforcement and mental health workers in substance abuse prevention and intervention. He specializes in the treatment of adolescents and adults with chemical dependency/psychiatric disorders. He was a psychologist, teacher and coach in the public schools for 13-years.*

Utah Council for Crime Prevention  
462 West Bearcat Drive, Salt Lake City  
Register @ [www.utahcrimeprevention.org](http://www.utahcrimeprevention.org) or (801) 486-8691