Steroid users turn to their peers for information as it is viewed as more credible than healthcare services.

Steroid users are likely to avoid needle and syringe programs because of:
- Stigmatisation
- Embarrassment
- ‘Drug user’ classification

Harm reduction programmes can benefit from using peers to deliver health information as:
- Peers can act as a bridge to other harm reduction interventions
- There is acceptance by peers due to credibility and standing in steroid community
- The credibility of peers allows for engagement with hard to reach populations

Design: Human Enhancement Drugs Network, Birmingham City University, Public Health Institute (LJMU) and Aalborg Antidoping (Aalborg Municipality, DK)


Hooffmann et al. 2013. AIDS and behavior, 17 (7).

More information is available at www.humanenhancementdrugs.com