



Competency development in sports and physical education management prevention of Alcohol usage in Sports-new challenges

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Abstract: In recent times, the sports world has been shaken by the with heavy use of alcohol among players. But there is a unique stigma attached to substance abuse in athletics: The same mind-set that contributes to on-field success, the silent powering through pain, makes it social aspect of sports camaraderie; it often degrades into binge drinking and violence not only on the part of fans, but on the part of athletes, coaches and officials.

Key words: alcohol consumption, sports related vandalism, impact on fan behaviour , impact on performance , impact on society

Introduction- In recent times, the sports world is linked with heavy use of alcohol among players as well as fans . Alcohol usage is becoming too difficult to handle as sporting events are becoming a craze among youth fans before & after the match the success / failure of the team ends with alcohol. This has led to belligerent attitude among fans most of them are becoming unruly violent aggressive.

Most of the youth fans are behind alcohol consumption habits following their favorite sports star. In western countries , this is linked directly with drinking activities even after the game is over. even sports marketing strategies involve supporting or attracting fan to sporting event through alcohol after their great cheering. Several sporting clubs offer membership to youth with lure of unlimited drinking offers & discounts . This means that if their team wins, they will drink to celebrate. If their team loses, they will drink in lamenting about fateful defeat. However, the high levels of energy, excitement and aggression associated with physical sports

like football, hockey, and martial arts often spills over into real life violence when alcohol is involved.

The impact on sports person- some effects players experience include:

1. Damaged muscles
2. Dim memory
3. Dulled hearing
4. Impaired vision
5. Imprecise thinking
6. Sluggish reaction time
7. Tainted speech

Besides excessive drinking can reduce judgment skills and lower inhibitions, leading to poor choices and dangerous situations or behaviors, including:

1. The usage of Motor vehicle / car driving accidents and other types of accidental injury, such as drowning / hit & run cases /



2. excessive drinking causes Relationship problems
 3. excessive drinking Poor performance /under performance in a vital match
 4. excessive drinking Increased likelihood of committing violent crimes or being the victim of a crime such as acting rudely with the Match referee / captain / umpire / co -player / spectator etc This might end up in Legal problems or problems with sports clubs. organization
 5. excessive drinking might induce a player to additional substance use such as cocaine ,heroin , marijuana etc
 6. excessive drinking might induce a player to engaging in risky, unprotected sex, or becoming the victim of sexual abuse or rape
 7. Finally excessive drinking increases the risk of attempted or completed suicide as a player might lose his position in a team because of his successive under performance , might be ousted from a key match / or might lose his avenues of income which he was earning through product endorsements. His fans might mitigate him or social media might wage a media war against his under performances due to excessive drinking habits.
- **Digestive problems.** Heavy drinking can result in inflammation of the stomach lining (gastritis), as well as stomach and esophageal ulcers. It also can interfere with absorption of B vitamins and other nutrients which is needed for good physical energy . Heavy drinking can damage pancreas or lead to inflammation of the pancreas (pancreatitis).In these conditions there are chances of him becoming a extra player or a eleventh player or a ousted player for his team. Team manager might decide against his inclusion in the team for key matches or permanently recommend his departure from the team.
 - **Heart problems.** Excessive drinking can lead to high blood pressure and increases the risk of an enlarged heart, heart failure or stroke. Even a single binge can cause a serious heart arrhythmia called atria fibrillation. Sporting activities needs healthy physique & sports demands might conflict with this tortured physical status & he might become a unwanted player for his team.
 - **Diabetes complications.** Alcohol interferes with the release of glucose from the liver and can increase the risk of low blood sugar (hypoglycemia). This is dangerous if the player is suffering from diabetes and are already taking insulin to

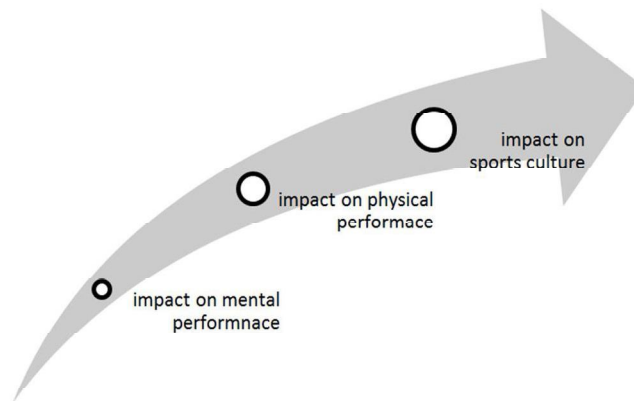
Impact on your health

Drinking too much alcohol on a single occasion or over time can cause health problems, including:

- **Liver disease.** Heavy drinking can cause increased fat in the liver



- lower blood sugar level. A player's career might be finished because of his excessive drinking habits.
- **Sexual function and menstruation issues.** Excessive drinking can cause erectile dysfunction in men. In women, it can interrupt with menstruation & this would create irreparable loss to the sports person.
 - **Eye problems.** Over time, heavy drinking can cause involuntary rapid eye movement (nystagmus) as well as weakness and paralysis of your eye muscles due to a deficiency of vitamin B-1 (thiamine). A thiamine deficiency also can be associated with other brain changes, such as irreversible dementia, if not promptly treated.
 - **Birth defects.** Alcohol use during pregnancy may cause miscarriage. It also may cause fetal alcohol syndrome, resulting in giving birth to a child who has physical and developmental problems that last a lifetime.
 - **Bone damage.** Alcohol may interfere with the production of new bone. This bone loss can lead to thinning bones (osteoporosis) and an increased risk of fractures. Alcohol can also
- **Neurological complications.** Excessive drinking can affect the nervous system, causing numbness and pain in the hands and feet, disordered thinking, dementia, and short-term memory loss. All these will impair the career of the sport personalities.
 - **Weakened immune system.** Excessive alcohol use can make it harder for the body to resist disease, increasing your risk of various illnesses, especially pneumonia.
 - **Increased risk of cancer.** Long-term excessive alcohol use has been linked to a higher risk of many cancers, including mouth, throat, liver, and colon and breast cancer. Even moderate drinking can increase the risk of breast cancer.
 - **Medication and alcohol interactions.** Some medications interact with alcohol, increasing its toxic effects. Drinking while taking these medications can either increase or decrease their effectiveness, or make them dangerous.





1. dehydration leads to reduced performance -Firstly, because alcohol is a diuretic, which means it makes your kidney produce more urine . Drinking too much of alcohol can lead to dehydration. Exercising soon after drinking alcohol can make this dehydration worse because player sweats as body temperature rises. Combined, sweating and the diuretic effect of exercise make dehydration much more likely. A sports player needs to be hydrated when he exercises to maintain the flow of blood throughout the body, which is essential for circulating oxygen and nutrients to muscles.
2. impact on glucose production level – Exercising soon after drinking alcohol can make this dehydration worse because player sweats as body temperature rises. Combined, sweating and the diuretic effect of exercise make dehydration much more likely. A sports player needs to be hydrated when he exercises to maintain the flow of blood throughout the body, which is essential for circulating oxygen and nutrients to muscles.
3. calories – alcohol is high in sugar hence consumption of more alcohol leads to calories
4. rinking can increase the potential for unusual heart rhythms. This is a risk which significantly increases during exercise up to two days after heavy alcohol consumption. “How much you need to drink to be at risk depends on the individual, but the risk increases if you are an irregular drinker
5. Muscle gain can be affected too. Alcohol can disrupt sleep patterns and growth hormones, vital for muscle growth,
6. Alcohol can also slow down the amount of calories you’re able to burn through exercise. B
7. Even a drink before the big match will have several negative effects. dehydration, a headache and hypersensitivity to outside stimuli such as light as the flood light used in cricket stadium and sound inside the stadium , .
8. The chemical effects of alcohol can affect your body physiologically. The fine motor movements which require mental acuteness, such as balance, are negatively affected by alcohol. After a night of average alcohol consumption you anaerobic performance can decrease by anything up to 25%. Alcohol also suppresses appetite, preventing you from adequately providing yourself with enough nutrition, and also dehydrates you. It also reduces the quality of your sleep meaning you are likely to feel tired and poorly rested rather than invigorated and ready to exercise. All these effects contribute to an unhealthy diet which, if the surface effects of alcohol aren’t enough already, will damage your physical performance.
9. Alcohol consumption is a major concern in the sports world. It remains one of the most abused drugs among athletes despite the well-known negative effects it can have on the mind and body. Drinking often begins among athletes during the high school years.



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