### Abstract

**Background and Aim:** The use of doping drugs for increasing the efficiency of sports has a long record dating back to 3rd century BC in ancient Olympic Games. Today, one of the barriers in the field of body building is the irrational use of these drugs for muscle mass increase and improvement of body shape. The health belief model has been used to determine the causes of behaviors and factors affecting the use these power creating material.

**Materials and Methods:** This is a descriptive analytical study and the population under study is all the body building athletes consisting 245 people in Gonabad. Data gathering was a questionnaire based on HBM items which was completed together with a planned interview. These data were analyzed by SPSS software.

**Results:** The mean age of the population under study was 22.4 years, 72.7 percent of them were males and 49 percent of them were students having secondary education. 34.4 percent of these individuals had a weak knowledge and the perceived susceptibility was 73.1 percent which was average. Age, housing status and perceived benefits and barriers had meaningful relationships (P=0.002). Residence in their Fathers house slowed the least barriers. There was not a significant relationship between knowledge and perceived threat. There also was no significant relationship between sex and perceived threat. The prevalence of use was 22.4 percent.

**Conclusion:** Males were more interested in this sport. Students formed the biggest group. Most of these athletes were not aware of side effects and dependence to these drugs and older athletes were mainly their guides for action. Perceived susceptibility was far from the desirable condition. By using HBM model factors affecting on use and the coefficient of impact for every factor was determined so that these resources in line with components be exactly used by order of priority in future interventions.

**Keywords:** doping drugs, Health Belief Model, athletes, Gonabad

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