

Youth Sports and Athletics: Supporting Healthier Food Environments

The NC Alliance of YMCAs received Robert Wood Johnson Foundation funding through the YMCA of the USA to impact statewide policy, systems and environment changes to make healthy eating easier for children and youth.

Led by a team of 16 professionals from across multiple sectors and geographic areas across the state, the Statewide Pioneering Healthier Communities Advisory Committee of the NC Alliance of YMCAs elected to promote healthy foods and beverages in all youth sports and athletic endeavors – before games, mid-game, after game; as well as for practices, concessions and fundraising.

This undertaking has the potential to impact the lives of nearly 1 million North Carolina children and youth, and is the first project of its kind in the nation, as best we can tell.

We are asking your organization to endorse the attached Policy Statement. Following is a list of Stakeholder Organizations who have already committed to taking this Position Statement to their governing bodies for endorsement.

The NC Alliance of YMCAs will record and keep a tally of endorsing organizations on a page on its website at www.ncymcaalliance.org. This page will also house supporting documents that will help the endorsing organizations identify ways to help implement the position statement moving forward.

It is our desire to make the lives of children supportive of healthy eating and active lifestyles that will last a lifetime. We hope you will join us in this endeavor.

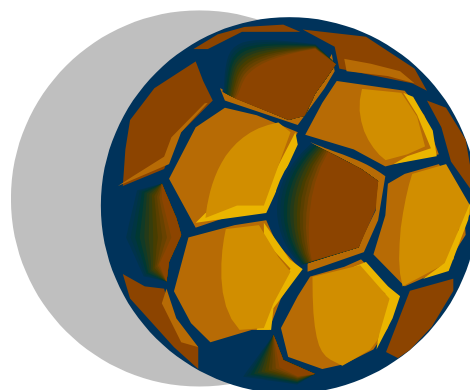
Member	Organization
Lori Rhew	NC Division of Public Health
Betsy Vetter	American Heart Association
David Gardner	NC Center for Health and Wellness – UNC Asheville
Dr. Susan T. Weaver	Blue Cross Blue Shield of NC
Jonathan Coby	Senior at Heritage High School
Katie Spears	YES! Youth Empowered Solutions
Doug McMillan	YMCA of the Triangle
John Richards	Goldsboro Family YMCA
Lisa Humphreys	YMCA of the Triangle
Sheree Vodicka	NC State Alliance of YMCAs
Sharon Boss Nelson	NC Division of Public Health
Jamie Cousins	NC Division of Public Health
Allison Spain Swart	Pitt County Health Department
Willona Stallings	NC Council of Churches
Pam Seamans	NC Alliance for Health
Chiquana Dancy	NC High School Athletic Association
Kimberly Cousineau	YMCA of the USA
Chris Mackey	NC Office on Disability and Health

Youth Sports and Athletics Stakeholders

Organization	Representative	Email Address
American Heart Association	Betsy Vetter, Senior Manager of Government Affairs	betsy.etter@heart.org
Boys and Girls Clubs Alliance	Heather Brosz White, Director of Government and Foundation Relations	hwhite@wakebgc.org
Bridge 2 Sports	Ashley Thomas, Executive Director	ashley@bridge2sports.org
NC Alliance for Health	Lee Storrow, Managing Director and Sarah Jacobson, Healthy Food Access Coordinator	t-Lee.Storrow@heart.org; sarah@ncallianceforhealth.org
NC Alliance of YMCAs	Sherée Vodicka, Executive Director,	sheree.vodicka@ymcatriangle.org
NC Athletic Directors Association	David Ball,	david.ball@bcsemail.org
NC Alliance for Athletics, Health, PE, Rec. and Dance	Jay Faron, Executive Director	jay@ncaahperd.org
NC Association for Athletic Education	Deanna Morris, President; Bobby Guthrie, Representative	deannamorris@wcps.org; bobbyguthrie71@gmail.com
NC Coaches Association	Joe Franks	jfranks@nccoach.org
NC Fellowship of Christian Athletes	Rob Shields, Area Director; Katherine Fallis, Operations Director	rshields@fca.org; kfallis@fca.org
NC Healthy Schools	Burt Jenkins, Healthful Living Consultant, NCDPI	Burt.jenkins@dpi.nc.gov
NC High School Athletics Association	Chiquana Dancy, Assistant Director of Student Services	chiquana@nchsaa.org
NC Parent Teacher Association	Debra Horton, Executive Director, & Sarah Martin, Board Member	sarah@hokiefan.net
NC Parks and Recreation Association	Michelle Wells, Executive Director, Matt Carusona, Program Coordinator	michelle@ncrpa.net; Matt@ncrpa.net
NCSU Parks, Recreation and Tourism Management	Michael Kanters, Associate Professor	mkanters@ncsu.edu
NC Youth Soccer Association	Kathy Robinson, Executive Director	Kathy@ncsoccer.org
Special Olympics of NC	Keith Fishburne, President/CEO	kfishburne@sonc.net
UNC-CH Allied Health Sciences,	Dr. Laurie Ray, Physical Therapy Consultant Adapted PE Liason, NCDPI	laurie_ray@med.unc.edu
NC Adapted PE Council	Dr. Katy McPeak, Adapted PE Consultant, Wake County Schools	kmcpeak@wcpss.net
USA Hockey	Scott Paluch, Regional Representative	scottp@usahockey.org
USTA North Carolina	Kelly Gaines, Executive Director	Kelly@nctennis.com

Statewide Pioneering Healthier Communities Draft Position Statement on Nutrition for Youth and Adolescent Sports and Athletics

Nearly 1 million North Carolina children and youth ages 3 – 18 enjoy the benefits of participating in sport and athletic activities provided through schools, community recreation or other organized settings across our state. While the health benefits from physical activity through sport and athletics are widely accepted, the importance of sound nutrition practices for sport and athletic success is often overlooked and seldom promoted. Organizations that provide, sponsor and support youth sports and athletics should be committed to promoting practices that are based on sound evidence and consider the best interest of the youth participant.



Insert Your Logo Here

These organizations should do everything possible to provide access to healthy foods and beverages in all aspects of the youth sport and athletics experience including before, during and after practices and games, at concessions and through fundraising efforts. Such commitment and practice provides a clear message that a healthy diet is consistent with good health and optimal athletic performance.

*It is the position of **[insert name of organization]** that youth and adolescents participating in sports shall have access to healthy foods and beverages as part of pre-game, mid-game, and post-game meals and snacks, particularly when those foods and beverages are provided by the sponsoring organization or school. Healthy shall be defined as foods and beverages that align with the nutrition standards outlined in the Alliance for a Healthier Generation’s Competitive Foods Guidelines for K-12 Schools and School Beverage Guidelines.*

*It is the position of **[insert name of organization]** that all spectators at any sporting event shall have access to a variety of healthy foods and beverages in concession stands. The healthy options shall be available, promoted, and priced competitively so as to encourage purchase and consumption. Healthy shall be defined as foods and beverages that align with the nutrition standards outlined in the Alliance for a Healthier Generation’s Competitive Foods Guidelines for K-12 Schools and School Beverage Guidelines.*

*It is the position of **[insert name of organization]** that youth sports fundraising shall promote healthy alternatives such as non-foods, physical activities and/or healthy food and beverage sales as outlined in the Alliance for a Healthier Generation’s Alternative Fundraising Ideas guidelines.*