

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

**Eat2WinNC**  
**Social Media Toolkit**

# Introduction

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 through the Statewide Pioneering Healthier Communities Position Statement on Nutrition for Youth and Adolescent Sports and Athletics.

Nearly 1 million North Carolina children and youth enjoy the benefits of participating in sport and athletic activities provided through schools, community recreation or other organized settings. Yet, while athletics and sports help develop healthy practices, the concessions that are being served at these events are often unhealthy and high in sugar, fats, and calories.

It is our desire to make the lives of children supportive of healthy eating and active lifestyles that will last a lifetime. Promote access to healthy foods and beverages in all youth sports and athletic endeavors – before games, mid-game, after games; as well as for practices, concessions and fundraising.

We ask you to join us in this effort in the promotion of our social media Eat2WinNC campaign. This campaign aims to increase awareness and support for providing healthy food and beverage options at all youth sports venues, settings and events across our state. By using the reach of social media to tell stories and provide relevant information, participants, parents and supporters will better learn why eating healthy is a key part of the formula for sport success.

We have developed this communications toolkit to help organizations, communities, schools, youth and parents promote Eat2WinNC and raise awareness about the value of or providing healthy food and beverage options at all youth sports venues, settings and events.

The NC Alliance of YMCAs will record and keep a tally of endorsing organizations on a page of its website at <http://www.ncymcaalliance.org/youth-sports-athletics-supporting-healthier-food-environments/>.

This page will also house supporting documents that will help the endorsing organizations identify ways to help implement the position statement moving forward.

## **Eat2WinNC Objectives**

1. Build awareness and drive attention to The Youth Sports and Athletics Position Statement
2. Empower youth and adults to use social media to spread awareness of the position statement
3. Build endorsements of the statement by state organizations

### How To Connect With Us

**#Eat2WinNC** - Use this hashtag in your social media messages

**@Eat2WinNC** - follow us on Twitter <https://twitter.com/Eat2WinNC>

Follow us on **Facebook**: <https://www.facebook.com/Eat2WinNC>

**Visit the website**: <http://ht.ly/JQkCZ>

### This Toolkit Contains

- Suggested Twitter and Facebook posts
- Draft of the Position Statement
- Thematic Plan for the Eat2WinNC Campaign
- Illustrated Posts for Twitter and Facebook that you can add your logo to
- The Eat2WinNC logo

### Who might use these tools?

- Youth Athletic Associations
- Youth Athletes
- Parents
- Coaches
- Municipalities
- Parks and Recreation Departments
- Youth sports leagues
- Youth-serving organizations
- PTAs/Schools
- Churches
- Any business or organization serving youth

# SOCIAL MEDIA

## Facebook Posts:

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 are often overlooked and seldom promoted. Help us change that! #Eat2WinNC Learn More: <http://ht.ly/JQkCZ>

Organizations should do everything possible to provide access to healthy foods and beverages in all aspects of the youth sport and athletics before, during and after practices and games, at concessions and through fundraising efforts. That's why we support #Eat2WinNC <http://ht.ly/JQkCZ>

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. Let's provide them with healthier food options at these events. #Eat2WinNC <http://ht.ly/JQkCZ>

## Twitter:

A healthy diet is consistent with good health and optimal athletic performance.  
#Eat2WinNC

I support having healthier foods at youth sporting events. RT If you do too!  
#Eat2WinNC

Organizations should do everything possible to provide access to healthy foods & beverages in youth athletics! #Eat2WinNC

Nearly 1 million NC youth enjoy the benefits of participating in sport and athletic activities. Let's feed them for success! #Eat2WinNC

# Draft of the Position Statement

## 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. 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.*

# Thematic Plan

Keep on track as to what we will be talking about week to week around the #Eat2WinNC campaign. Submit your own stories and photos and have them featured!

Date	Theme
March 15- 21	What is #Eat2Win
March 22- 28	Youth Sport's Nutrition in the News
March 29- April 4	Youth's #Eat2Win Perspectives
April 5- April 11	Youth's #Eat2Win Perspectives
April 12-April 18	Star Athletes #Eat2Win
April 19-April 25	Coach's #Eat2Win Perspectives
April 26-May 2	Parent's #Eat2Win Perspectives
May 3-9	#Eat2Win Twitter Chat

Want to submit a story, photo, fact, joke, etc.? Email Eva Bland at [Ebland@unca.edu](mailto:Ebland@unca.edu)