



Fueling Success: Nurturing the Mind-Body Connection Through Sport

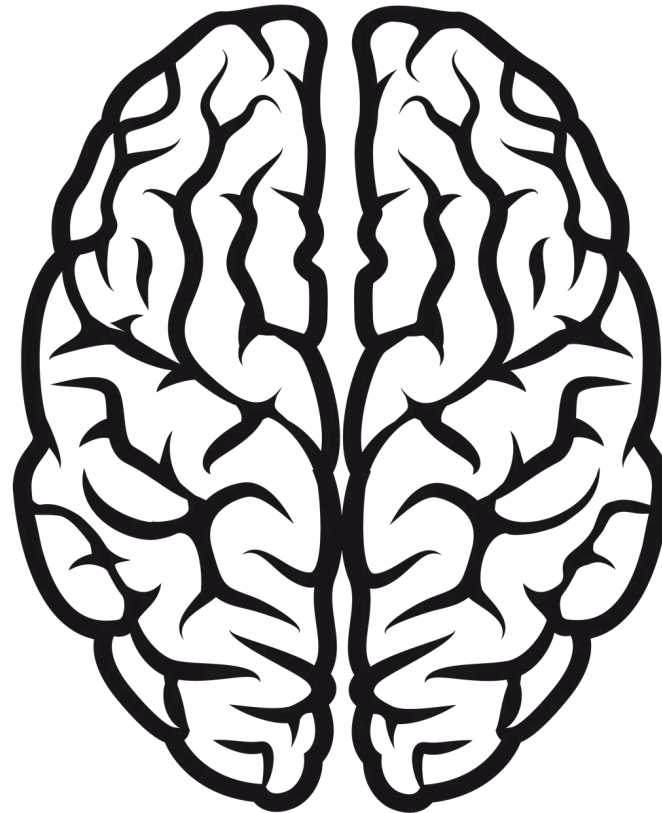
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SPORT CHANGES THE BRAIN

Chemicals



Connections

Creating
Breaking/Pruning



WHAT BRAIN CHANGES DO YOU SEE IN YOUR ATHLETES?



BRAIN CHANGES IN ATHLETES

“Good” or potentially helpful changes?

“Bad” or potentially harmful changes?



HOW TO MAXIMIZE THESE GOOD CHANGES?

Keep things fun

Allow athletes some control over training activity

As is reasonable

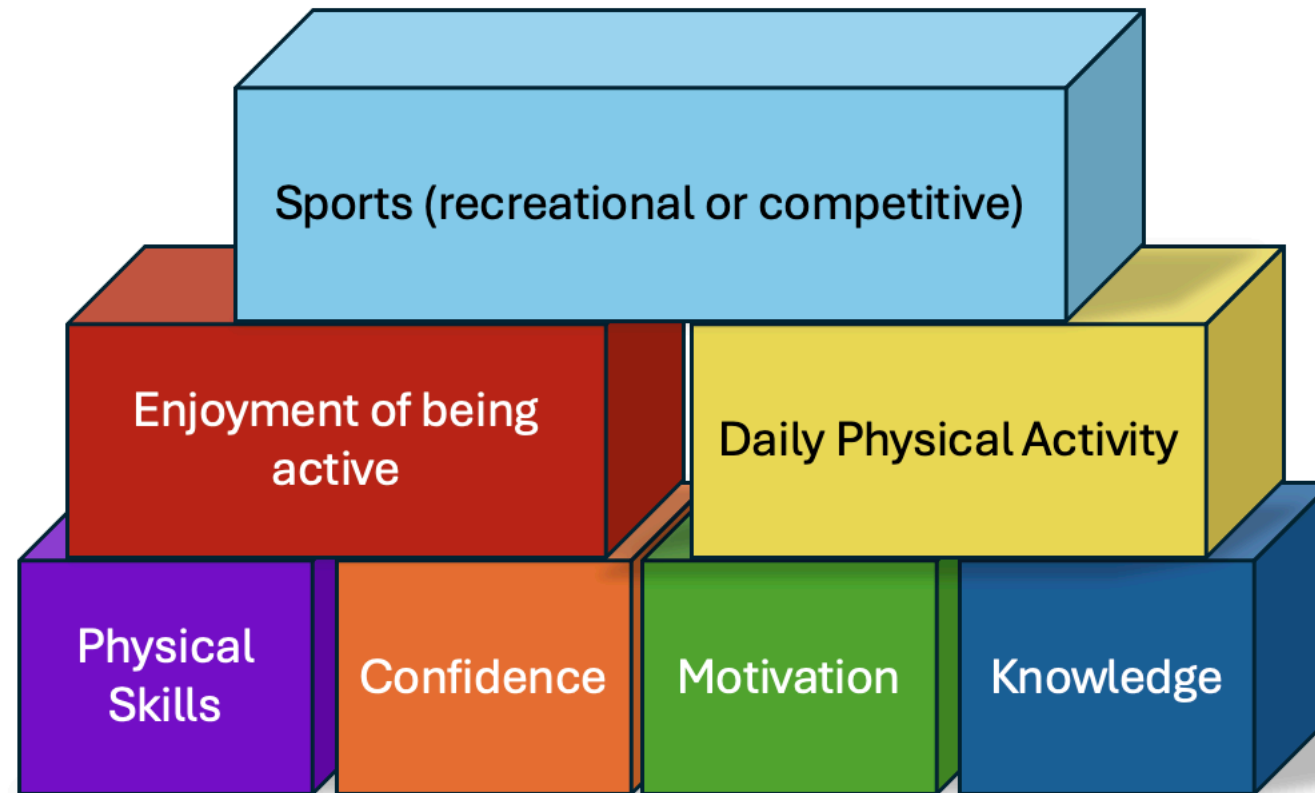


What strategies can/do you use
to keep things fun?

How can/do you allow for
athlete input?



ATHLETE SKILL-BUILDING





KEEPING AN EYE ON THINGS

Monitor for athlete well-being and recovery

Are they fresh?

Performance improving throughout season as expected?

Listen to the chatter

Recognize that stress outside of sport affects sport!

School/academics/college choices

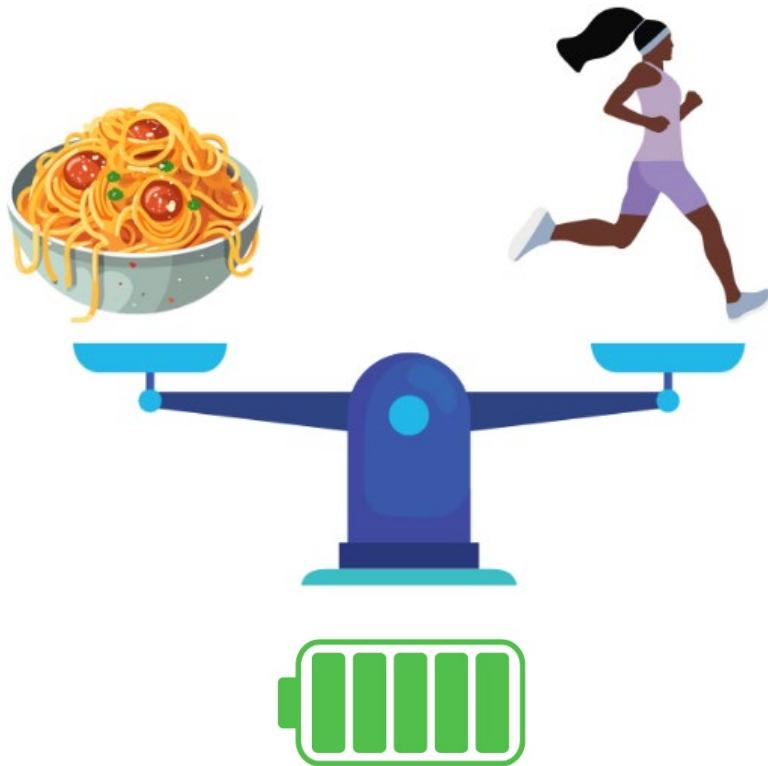
Family and social relationships

Lifestyle choices, especially rest and fuel!



PEAK PERFORMANCE NUTRITION FOUNDATION

Adequate energy is essential for physical and mental performance





PEAK PERFORMANCE NUTRITION FOUNDATION

Adequate energy is essential for physical and mental performance

- Ensure athlete is meeting growth standards over time
- Look for good energy levels in and out of sport
- Pay attention to mood and academics
- Aim for 3 meals and 1-3 snacks daily
- Focus on fueling, balanced meals and snacks





PEAK PERFORMANCE NUTRITION FOUNDATION

Match types and amounts of foods to performance needs

3 parts of a performance plate:



STARCHES

Provide essential energy to fuel the brain and body



PROTEIN

Rich in the 'building blocks' for muscle repair and growth



FRUITS & VEGGIES

Full of fiber, vitamins and minerals to support a strong, healthy body





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TYPICAL TRAINING DAY PLATE

Activity ~1-2 hours



FRUITS & VEGGIES



STARCHES



PROTEIN







Behaviors

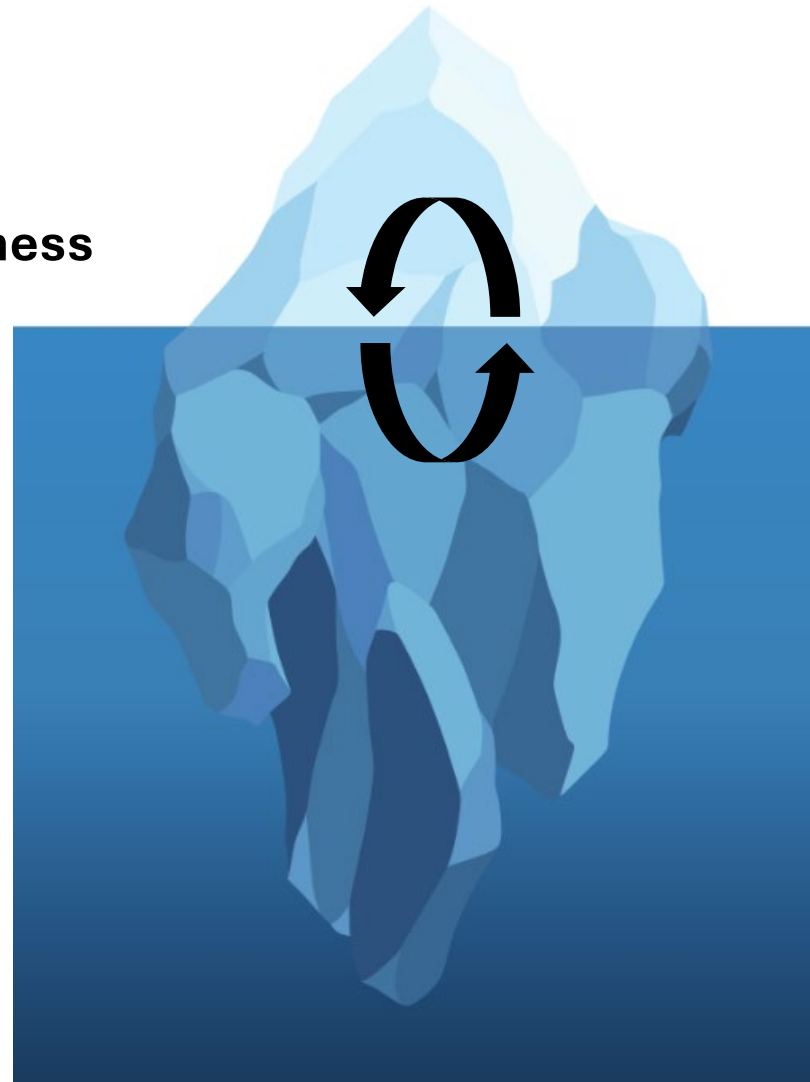
Choices

Consciousness





Behaviors
Choices
Consciousness



Subconscious
Beliefs
Self view
Culture
Values
Influences
Access



SUCCESSFUL, SUSTAINABLE NUTRITION MINDSET

WHAT IT IS

Flexible



SUCCESSFUL, SUSTAINABLE NUTRITION MINDSET

WHAT IT IS

WHAT IT SAYS

WHAT IT DOESN'T SAY

Flexible

I don't need to eat 'perfectly' to be a great athlete.

I must eat 'clean' to be a great athlete.



SUCCESSFUL, SUSTAINABLE NUTRITION MINDSET

WHAT IT IS	WHAT IT SAYS	WHAT IT DOESN'T SAY
<p>Flexible</p>	<p>I don't need to eat 'perfectly' to be a great athlete.</p> <p>I know food is about context more than anything.</p>	<p>I must eat 'clean' to be a great athlete.</p> <p>Some foods are healthy, and some foods are just plain bad for me.</p>



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Flexible	I don't need to eat 'perfectly' to be a great athlete. I know food is about context more than anything.	I must eat 'clean' to be a great athlete. Some foods are healthy, and some foods are just plain bad for me.
Compassionate	I had a really hard day and accept that I can't prepare that balanced meal I wanted to.	I am so undisciplined to not follow through on my meal plan today.



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Compassionate	<p>I had a really hard day and accept that I can't prepare that balanced meal I wanted to.</p>	<p>I am so undisciplined to not follow through on my meal plan today.</p>
Self-loving	<p>I deserve to feel and be well fueled and nourished.</p>	<p>I didn't workout hard enough to eat carbs, although I know I will be hungry after.</p>



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Big picture-focused	<p>I didn't hit my nutrition goals today, but I have a plan to do better tomorrow.</p>	<p>I didn't hit my nutrition goals today, so I might as well make today a cheat day.</p>



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Realistic	<p>I really don't like salad, but I can focus on other foods I do enjoy like cooked veggies and fruits.</p>	<p>I really don't like salad, but I will force myself to eat it because it is healthy.</p>



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Realistic	<p>I really don't like salad, but I can focus on other foods I do enjoy like cooked veggies and fruits.</p> <p>I know my cultural foods are nourishing and are important for me to include.</p>	<p>I really don't like salad, but I will force myself to eat it because it is healthy.</p> <p>I wish I could eat that dish my grandma makes, but it's not 'clean' and doesn't fit in my plan.</p>



SUCCESSFUL, SUSTAINABLE NUTRITION MINDSET

Language matters



Instead of words like:

Clean/dirty

Good/bad

Unhealthy

Fattening

Inflammatory

Toxic

Yes/no



Focus on words like:

Balanced

Nutritious

Nourishing

Satisfying

Energizing

Healthful

More/less



SUCCESSFUL, SUSTAINABLE NUTRITION MINDSET

RESHAPING MINDSETS: What would you say?

A fellow adult says:

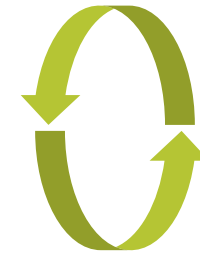
- You are really giving them that snack with all that sugar?
- We don't keep any junk food in the house; it's just too tempting for us and the kids.
- We only get ice cream after games we win.
- I can't believe they brought all those processed snacks for halftime.

A young athlete says:

- I know pizza is bad, but can we please get some after the game today?
- My coach said we can only drink water and not sports drinks because sugar isn't good for us.
- I don't know if I can eat anything at the family holiday meal because that food isn't healthy.
- I didn't get to play in the game today, maybe I should just skip dinner.



**WINNING
NUTRITION
HABITS**



**SUCCESSFUL,
SUSTAINABLE
NUTRITION
MINDSET**



THANK YOU