



LIFE OF AN ATHLETE NEW HAMPSHIRE

STAKEHOLDER UNITY CURRICULUM

OBJECTIVE

Change the culture of the community to focus on good sportsmanship, proper fan behavior, and positive lifestyle choices along with athletic performance, while increasing community support for the integral role of coaches.

TOTAL TIME

Stakeholder Unity Committee
(5-16 hours)

MATERIALS

LCD projector, screen,
speakers
Evaluation

PREPERATION

Connect with local or regional prevention coalition or network to recruit members for a Stakeholder Unity Committee

<http://www.drugfreenh.org/get-involved/reach-out-to-your-community>

METHOD

Identify Community Groups and Businesses that can help build support for Life of an Athlete (LoA) in the community
(Stakeholder Unity Committee 1-4 hours)

Engage Community Groups and Businesses in LoA-related activities. Use one or more from the list below or create your own activities:

- Healthy “LoA” menu options at local restaurants
- Sponsorships (healthy snacks from Booster Clubs)
- Promotion of healthy messages, positive fan behavior, and team support
- Develop LoA logo and branding tailored for community
- Supporting community service projects
- Establish relationships between school and youth programs such as Youth 2 Youth, S.A.D.D, etc.
- Follow LoA on social media

(Stakeholder Unity Committee 4-12 hours)