



STAKEHOLDER UNITY

Common Challenges and Solutions to Unifying Stakeholders

⚠ CHALLENGE: I find it is challenging to bring community groups into school-based activities.

✓ PROPOSED SOLUTION:

- Promote the benefits of collaborating with community groups with messages such as:
 - Community groups bring time, resources, knowledge, and opportunities for students, and connections
 - Community members offer different perspectives which enhance the impact of Life of an Athlete (LoA)

⚠ CHALLENGE: I feel there is a lack of understanding among community members of why they should be involved (in other words, a generally low interest from community)

✓ PROPOSED SOLUTION:

- Promote the benefits of involvement to community members such as:
 - Communities are responsible for their youth
 - Positive public relations is an incentive for local businesses to get involved with LoA
 - Getting involved and promoting healthy choices with kids will lead to a healthier community