



STAKEHOLDER UNITY

Steps for Athletic Director or LoA Designee¹ to Unify Stakeholders

STEP 1: IDENTIFY COMMUNITY GROUPS AND BUSINESSES

Strong partners may include:

- Restaurants
- Community-based organizations
- Media outlets

STEP 2: ENGAGE COMMUNITY GROUPS IN LOA-RELATED ACTIVITIES

LoA-related activities may include:

- Creating Healthy “LoA” menu options
- Gaining sponsorships from food companies (healthy snacks)
- Promoting healthy messages
- Supporting teammates
- Supporting community service projects

¹LoA designee is a person appointed by the Athletic Director, Principal, Superintendent and/or School Board to act as an advisor to oversee implementation of the program