



NSCA
COACHES
CONFERENCE 2022

JANUARY 6 – 8, 2022

San Antonio, TX & Online | 2.0 CEUs

#NSCACoaches22



Building a Performance Nutrition Culture

Brittney Bearden

Sports Nutrition Manager

Texas Health Sports Medicine

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

Learning Objectives

1

Examine how the nutrition culture (positive or negative) of a team/organization impacts an athlete's view and behavior around food.

2

Identify the role strength coaches play in creating and supporting a positive nutrition culture.

3

Build a strong and collaborative relationship between Strength Coaches and Sports Dietitians.

Culture

The set of shared values, attitudes, goals, and practices that characterizes a team or organization

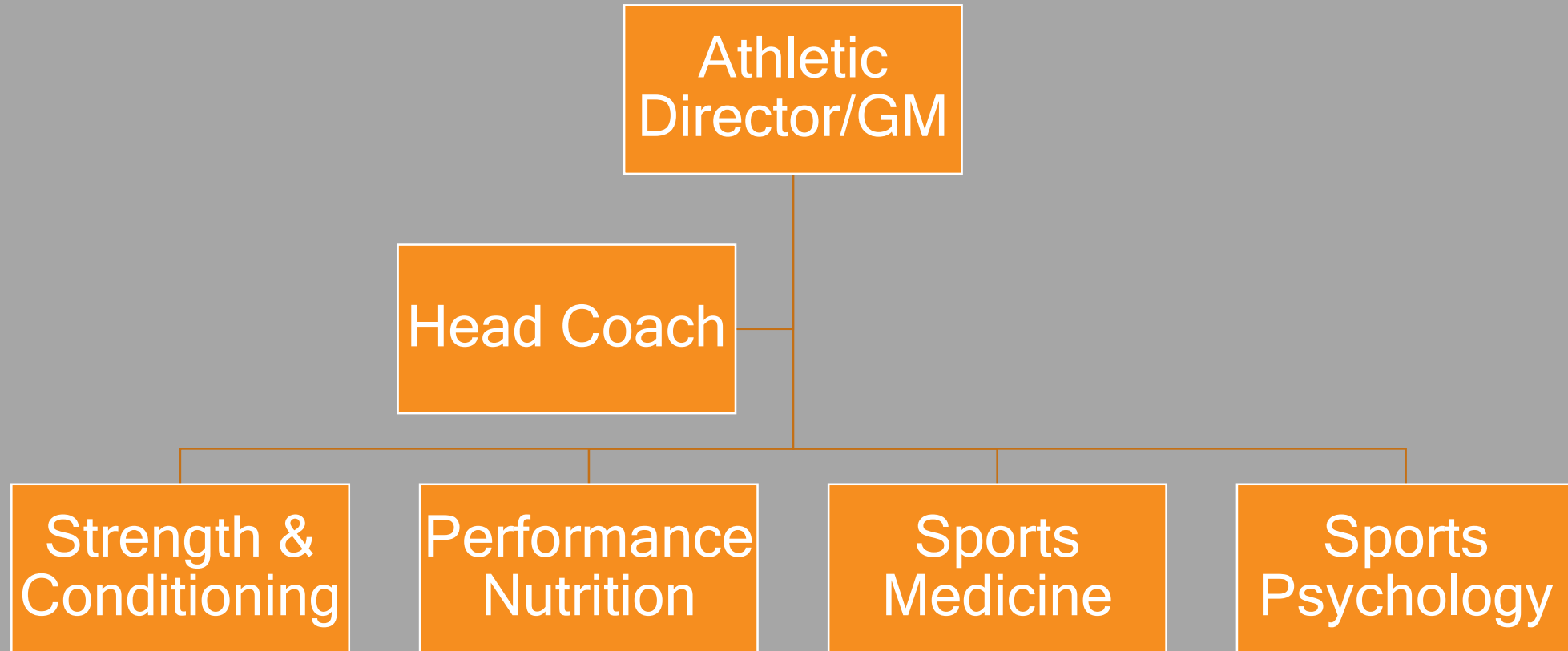


Team Culture

- Every team and organization has a culture
- Culture is the foundation of a team and shapes interactions among team members
- Culture is an ongoing process



Team Culture & Subcultures



COLLEGE

Report: Women athletes level body-shaming allegations at Oregon Ducks track and field program

Steve Gardner USA TODAY

Published 4:29 p.m. ET Oct. 25, 2021

HEALTH

Body image issues can impact athletes at a young age

spotlight

Beauty vs body: MSU's female student-athletes share body image struggles

In a study by ESPNW, 68% of female athletes said they felt a pressure to be pretty



Jayna Bardahl
February 24, 2021

Research article | [Open Access](#) | [Published: 24 June 2021](#)

Disordered eating & body image of current and former athletes in a pandemic; a convergent mixed methods study - *What can we learn from COVID-19 to support athletes through transitions?*

[Georgina Louise Buckley](#) , [Linden Elizabeth Hall](#), [Annie-Claude M. Lassemillante](#) & [Regina Belski](#)

[Journal of Eating Disorders](#) **9**, Article number: 73 (2021) | [Cite this article](#)

2835 Accesses | **3** Citations | **22** Altmetric | [Metrics](#)

Diet Culture

1920s	The Cigarette Diet
1930s	The Grapefruit Diet
1940s	The Master Cleanse
1950s	The Cabbage Soup Diet
1960s	The Drinking Man's Diet
1970s	The Sleeping Beauty Diet
1980s	The Scarsdale Diet
1990s	The Atkins Diet
2000s	The Baby Food Diet
2010s	The HCG Diet

Diet Culture

“Lose 10 pounds
in 10 days”

“Quick fix fat
loss”

“4 weeks to a
bikini body”

“Get ripped
quick”

“Get slim
detox tea”

“Drop 10
pounds of fat”

“This is my
cheat meal”

“I just want to
lose 5
pounds”

“Don’t judge
what I’m
eating”

“I’m not eating
carbs this
month”

Food Culture In Childhood

- Family Environment
- Food Security/Insecurity
- Family & Friends
- Coaches & Teammates
- Social Media



Consequences of Poor Nutrition

Negative impacts of a poor nutrition culture

- Under Fueled
- Skipping Meals
- Increased Risk of Injury
- Poor Recovery
- Nutrient Deficiencies
- Negative Body Image
- Disordered Eating Patterns
- Decreased Athletic Performance



Performance Benefits of Proper Nutrition

Why a strong nutrition culture matters

- ✓ Training Adaptations
- ✓ Enhanced Athletic Performance
- ✓ Fueled for Sport and Position Demands
- ✓ Consistent Recovery
- ✓ Mental Focus & Clarity
- ✓ Healthy Body Weight & Body Composition



Ideal Performance Nutrition Culture

- Athletes, coaches, and support staff have healthy relationships with food
- Nutrition education and messaging is provided by a Registered Sports Dietitian
- Athletes feel empowered to make food selections in a non-judgmental environment that supports their individual needs and goals
- Athletes feel safe to express struggles
- Coaching staff voices importance of nutrition in a healthy manner
- Team leaders model desired behavior
- Healthy food options provided to support needs

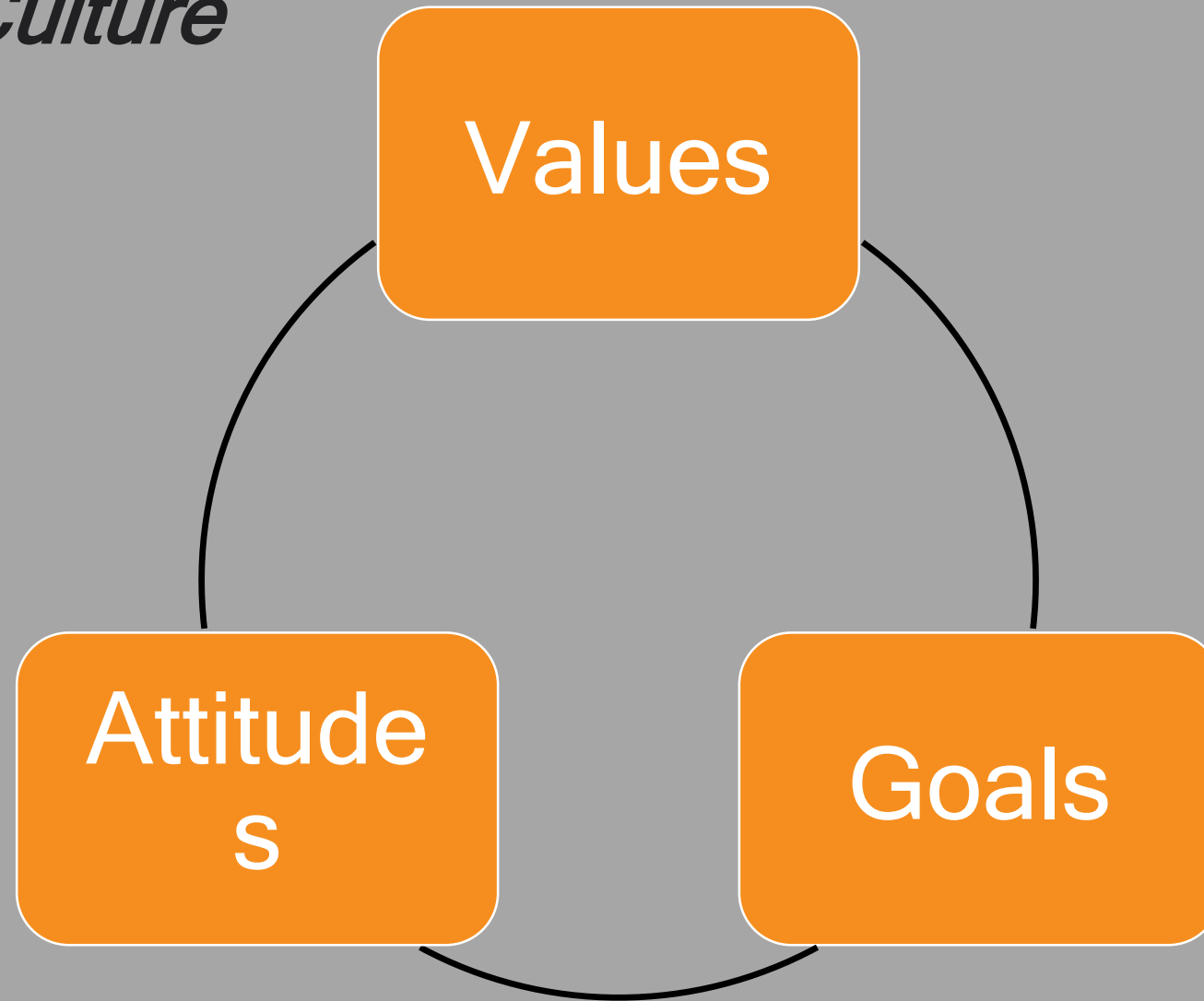
Barriers to Nutrition Adherence

- Limited time available to eat
- High food costs
- Poor food availability
- Transportation to grocery store
- Level of cooking skills
- Availability of cooking resources
- Lack of nutrition knowledge
- Sport specific factors: enhance sports performance, motivation to perform, team culture, physical appearance

How is a positive nutrition culture created?



Pillars of Culture



Performance Nutrition Culture

VALUES: Principles or standards of behavior; your judgement of what is important in life.

- Values guide decisions and choices
- What is valued the most is where time, effort, and energy will be devoted

VALUES IN PERFORMANCE NUTRITION:

- Player Health & Wellness
- Relationships
- Evidence-Based Nutrition Education
- Healthy Environment
- Open Communication

Performance Nutrition Culture

ATTITUDE: The way you think and feel about something

- Attitude drives how an athlete thinks, feels, and acts

ATTITUDES IN PERFORMANCE NUTRITION:

- Positively views food as fuel
- Personal accountability
- Consistency over perfection
- Self-confidence
- Interested in increasing and applying nutrition knowledge
- Trusts teammates, coaches, and support staff

Performance Nutrition Culture

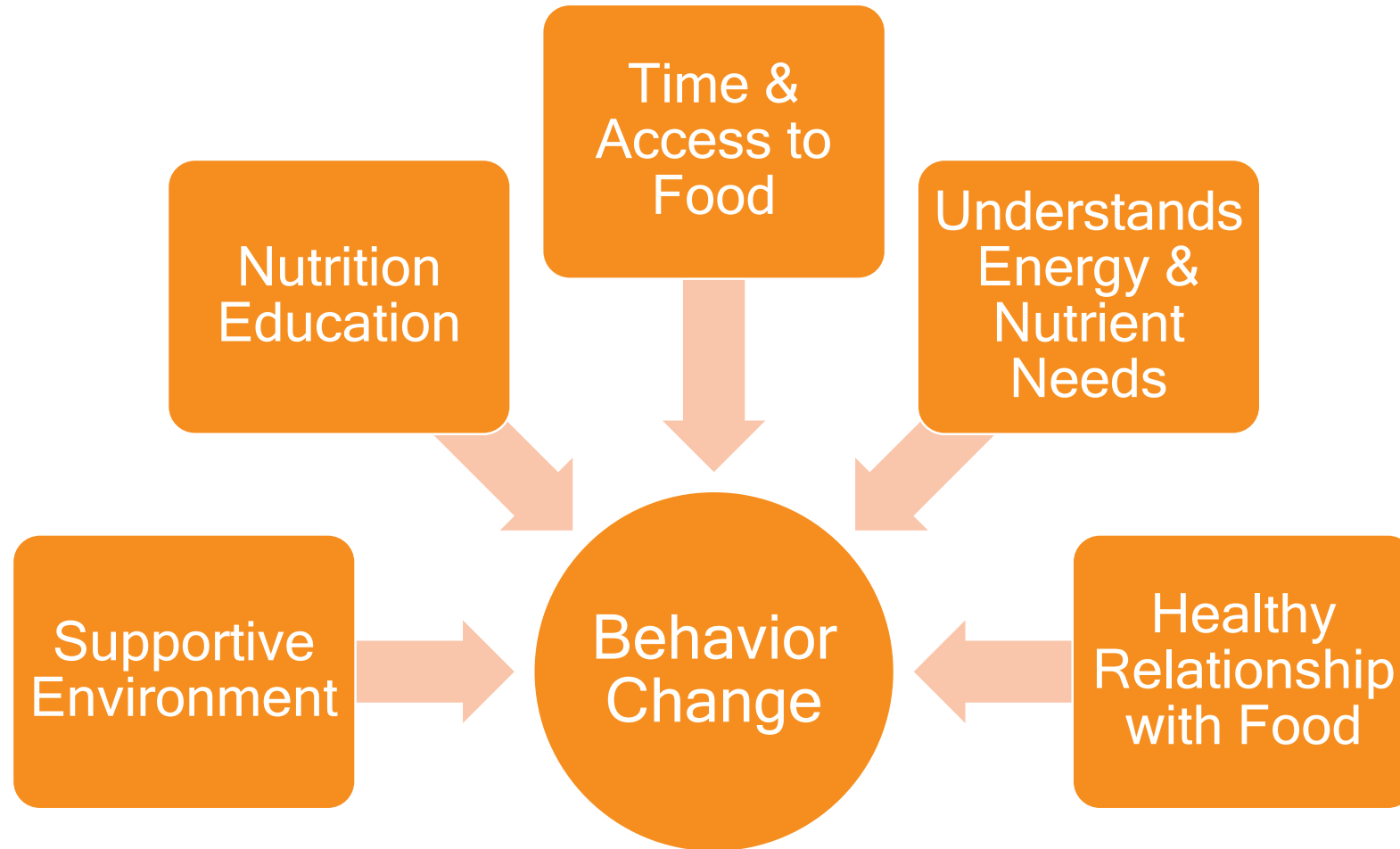
GOALS: The object of ambition or effort; an aim or desired result.

- Motivation to achieve

GOALS IN PERFORMANCE NUTRITION:

- Efficiently utilize team resources to provide nutrition support to promote athletic performance
- Support overall team culture and goals
- Have a Sports Dietitian readily available to athletes
- Equip athletes to confidently make nutrition choices now and in the future

Performance Nutrition Goals



Sports Dietitians x Strength Coaches

No Sports RD

- Speak positively about food & body weight
- Be aware of high-risk athletes
- Find credible resources
- Consider team talks from a Sports RD
- Refer to Sports RD when needed



Sports Dietitians x Strength Coaches

Consultant Sports RD

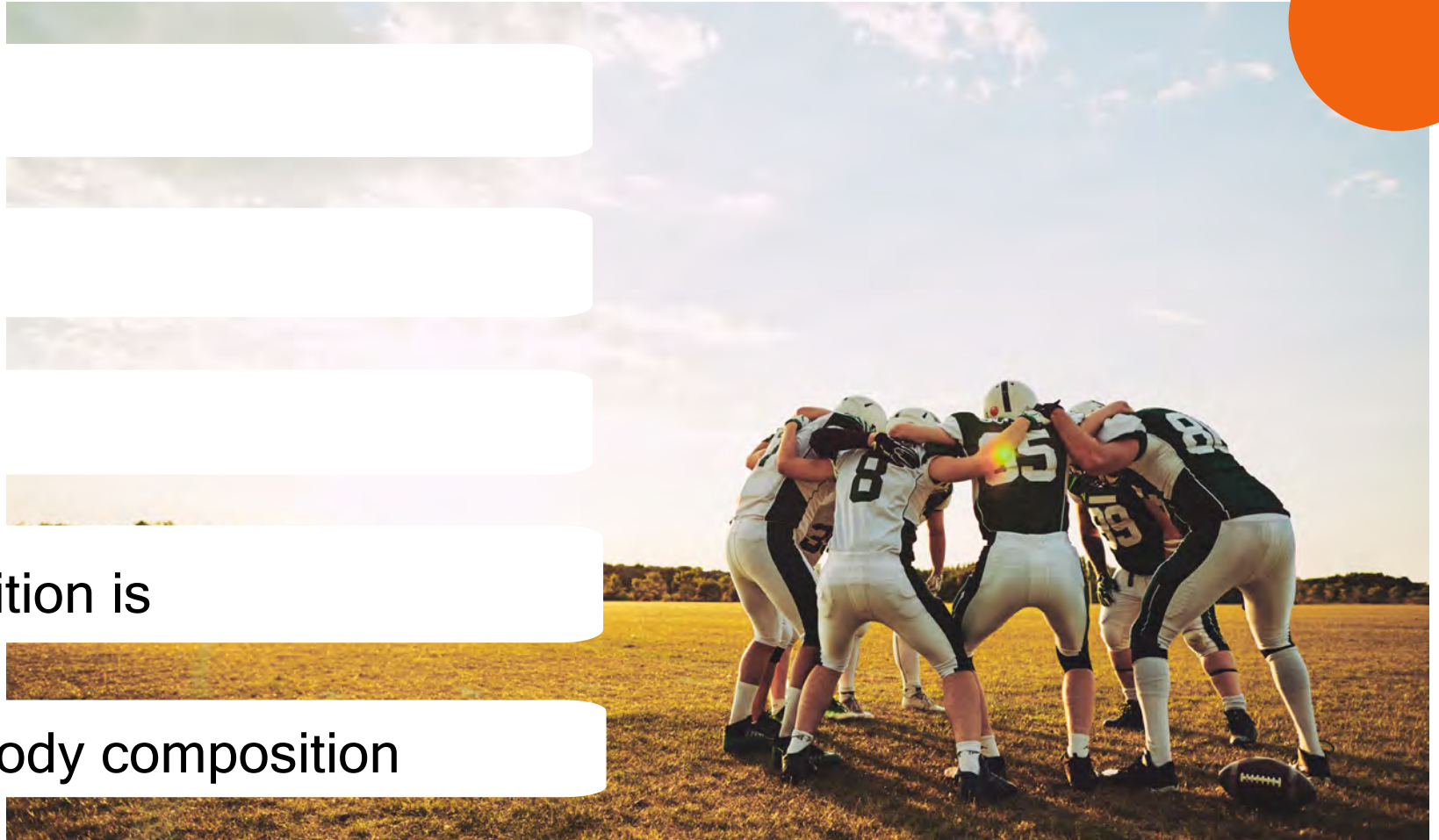
- Learn Sports RD's priorities
- Encourage player engagement
- Promote nutrition messaging
- Understand time limitations
- Trust them as a professional



Sports Dietitians x Strength Coaches

Full-Time Sports RD

- Respect expertise
- Work together
- Utilize strengths
- Individualized nutrition is individualized
- There is no ideal body composition



Practical Application

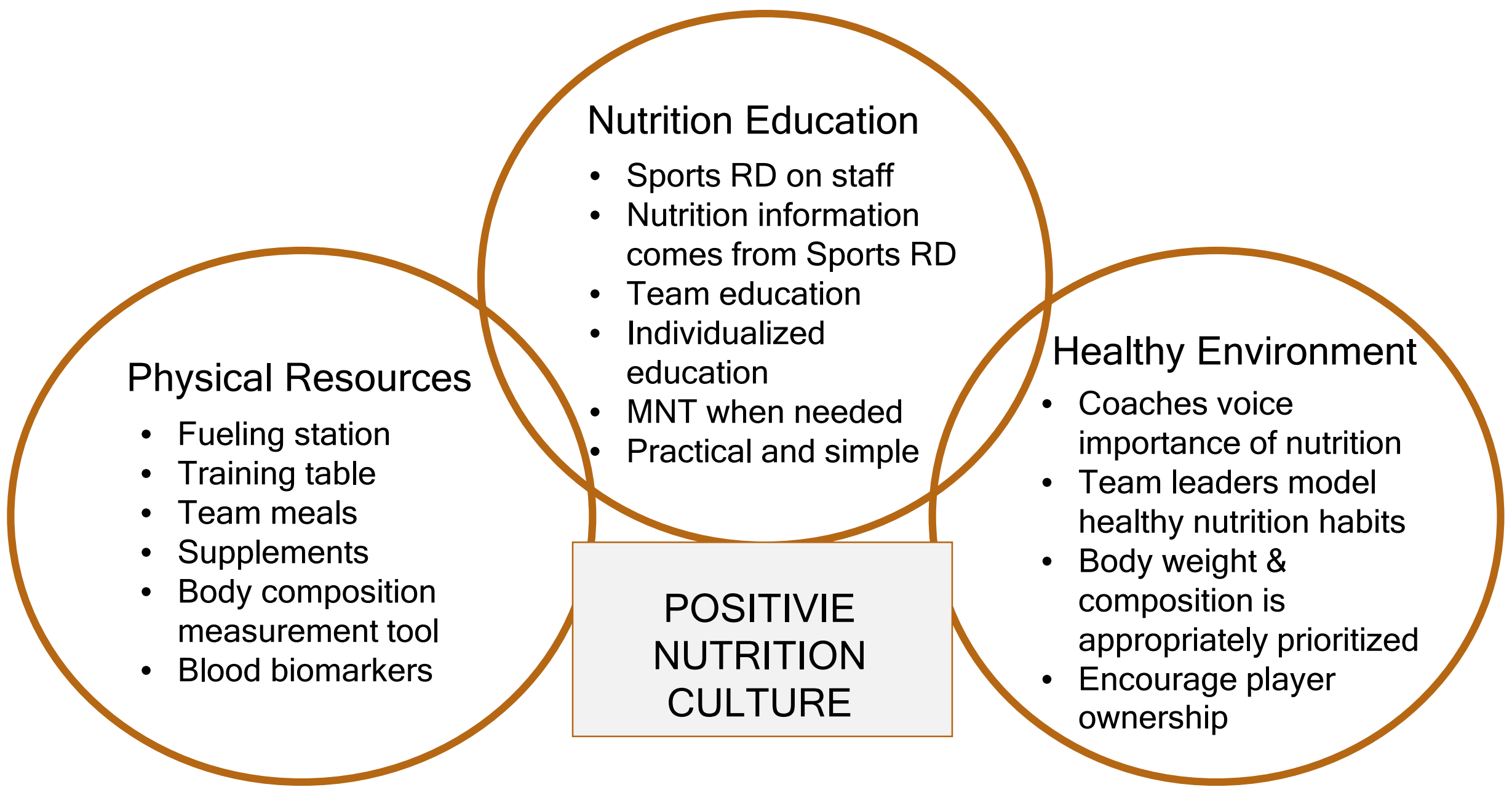
Eat meals
with players

Choose
words wisely

Food
neutrality

Build rapport
with players

Simplify
nutrition
messaging



References

- Gardner, Steve. "Report: Women Athletes Level Body-Shaming Allegations at Oregon Ducks Track and Field Program." *USA Today*, Gannett Satellite Information Network, 25 Oct. 2021, <https://www.usatoday.com/story/sports/college/2021/10/25/oregon-track-and-field-program-hit-allegations-body-shaming/8541161002/>.
- Friday, Jeff Burtka |. "Body Image Issues Can Impact Athletes at a Young Age." *Global Sport Matters*, 22 June 2020, <https://globalsportmatters.com/health/2019/09/20/body-image-issues-can-impact-athletes-at-a-young-age/>.
- Bardahl, Jayna. "Beauty vs Body: MSU's Female Student-Athletes Share Body Image Struggles." *Beauty vs Body: MSU's Female Student-Athletes Share Body Image Struggles - The State News*, 24 Feb. 2021, <https://statenews.com/article/2021/02/beauty-versus-body-female-athletes-share-body-image-struggles#:~:text=%E2%80%9CIt%20was%20that%20fear%20of,of%20being%20%E2%80%9Ctoo%20muscular.%E2%80%9D>.
- Buckley GL, Hall LE, Lassemillante AM, Belski R. Disordered eating & body image of current and former athletes in a pandemic; a convergent mixed methods study - What can we learn from COVID-19 to support athletes through transitions? *J Eat Disord*. 2021 Jun 24;9(1):73. doi: 10.1186/s40337-021-00427-3. PMID: 34167589; PMCID: PMC8223527.

Questions?

Brittney Bearden, MEd, RD, CSSD, LD
Sports Dietitian
brittneybearden@gmail.com



@SportsRDBritt