

Building Healthy Team Culture

Create a team environment that promotes healthy relationships with food.

ACCESS
Free resource

AUDIENCE
coach

READ TIME
3 min

AUDIENCE
Coach

WHY THIS MATTERS

Create a team environment that promotes healthy relationships with food.

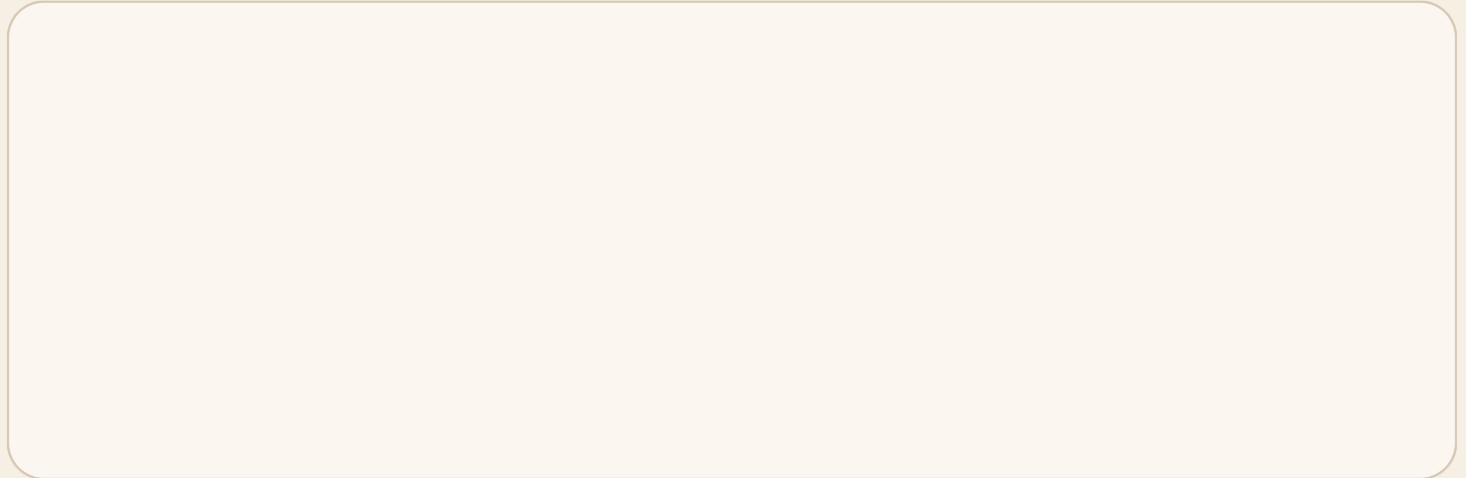


Building Healthy Team Culture

QUICK START

Start here

Create a team environment that promotes healthy relationships with food.



LANGUAGE

Talk about fuel, readiness, and recovery instead of body size

- Athletes hear the daily standard through casual comments more than formal talks.
- Performance language keeps the message clear and safer.

ENVIRONMENT

Make good fueling visible and easy to do

- Snack bins, water access, and handouts change culture faster than slogans alone.
- The team should see food as part of training flow, not a side issue.

HOME ALIGNMENT

Send one clear parent message early

- Ask families to support breakfast, a practice snack, and recovery food first.
- Simple home expectations beat long nutrition lectures.

TL;DR Card

- Team culture shapes athlete nutrition behavior more than one-off talks.
- No body comments, no public weigh-ins, and no food shaming.
- Praise fueling, recovery, consistency, and sleep habits.

Team Norms to Set

- **We fuel before hard training.**
- **We recover after training.**
- **We do not comment on bodies.**
- **We do not shame food choices.**

CONTEXT

Why Culture Matters

- Athletes learn from coaches and teammates.
- Norms around food and bodies affect eating behavior.
- Healthy culture makes the right choice feel normal.

Team Meals and Events

- Offer variety.
- Make all options acceptable.
- Do not monitor portions.

This Week

Align all coaches on the same language: fuel, recovery, readiness, sleep.

Make water and recovery snacks easy to see and easy to grab.

Send one short parent message that explains the team standard.

When to Refer

Repeated fatigue or poor recovery.

Food fear, restriction, or fast weight change.

Stress injuries or other RED-S warning signs.

Any concern that is bigger than coaching scope.

QUICK REFERENCE

Key targets to keep in view

Use these as planning anchors when you turn the manual into weekly actions.

COACH LANGUAGE

sets the tone first

Treat this as a decision anchor, not a trivia stat.

SNACK ACCESS

culture becomes visible

Treat this as a decision anchor, not a trivia stat.

PARENT MESSAGE

keeps home aligned

Treat this as a decision anchor, not a trivia stat.

COACH TAKEAWAYS

Coach reminder

These are the cues worth repeating before the week gets busy.

Normalize: Fuel talk tied to performance.

Water, snacks, and recovery in daily flow.

Send home: One parent message early.

Simple asks families can repeat.

Never normalize: Body comments.

Restriction, weigh-ins, or unsafe supplement talk.

WHAT TO DO NEXT

Use it this week

Pick one language change and one environment change your staff will implement this week.

BOTTOM LINE

Healthy culture is not a poster.

RELATED TOOL

Coach season planner

Map this system into the team calendar.

Source topics: team culture • healthy • environment • positive