

# Your First 30 Days: A Nutrition Implemen- tation Guide for New Track & Field Coaches

A week-by-week plan for new head track and field coaches to build a functional team nutrition program from scratch, including parent email templates, team talk scripts, and snack system setup.

ACCESS  
Free resource

AUDIENCE  
coach

READ TIME  
6 min

AUDIENCE  
Coach

## WHY THIS MATTERS

You just became a head track and field coach.



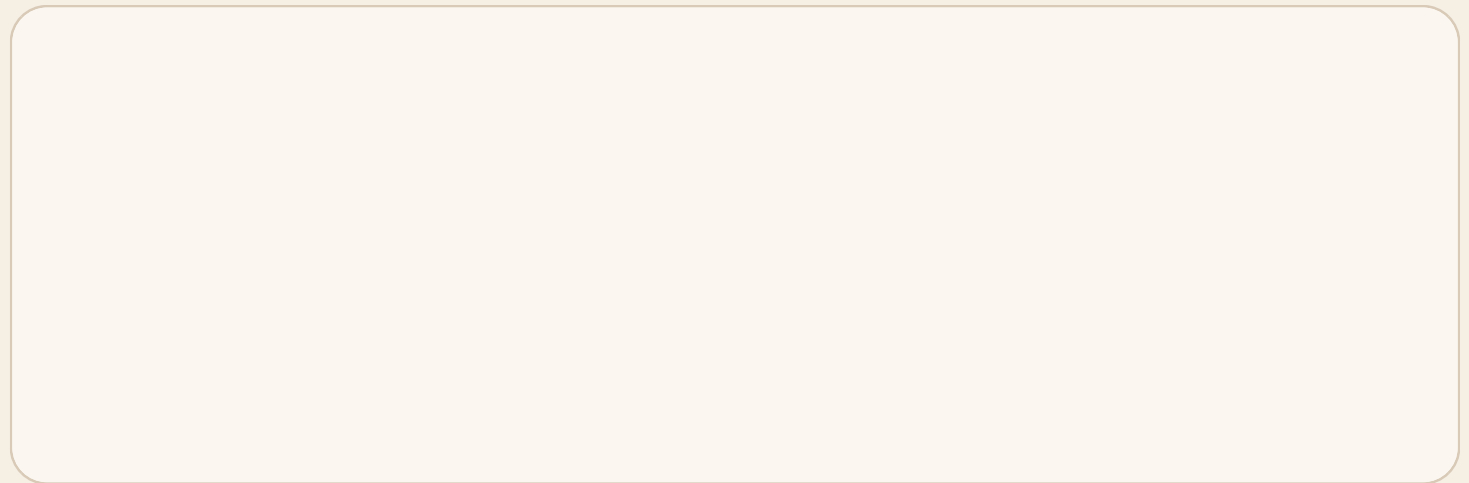
# Your First 30 Days: A Nutrition Implementation Guide for New Track & Field Coaches

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## QUICK START

### Start here

A week-by-week plan for new head track and field coaches to build a functional team nutrition program from scratch, including parent email templates, team...



#### WEEK 1

##### Assess before you prescribe

- Notice who fades in warm-up, skips lunch, or looks flat late in practice.
- Ask three low-drama questions: breakfast, lunch, and pre-practice food.

#### TEAM TALK

##### Open the conversation in 5 minutes

- Tell athletes food is part of the program, same as sleep and training.
- Keep the message practical: do not turn it into weight talk or diet culture.

#### WEEK 2

##### Install the snack system

- Start with bananas, peanut butter packets, crackers, bars, and chocolate milk.
- Place it near practice flow so athletes can use it before and after training.

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## Week 4: First Nutrition Check-In With Athletes

In week four, do brief individual check-ins — 5 minutes per athlete, ideally with athletes you've identified as potentially under-fueled.

I've been paying attention to how you're doing at practice, and I want to ask you directly: how's the eating going? Are you getting breakfast? Lunch? Something before practice? I'm not judging — I just want to make sure we're not leaving anything on the table.

In week four, do brief individual check-ins — 5 minutes per athlete, ideally with athletes you've identified as potentially under-fueled.

Check-in script:

#### COACH LINE

"I've been paying attention to how you're doing at practice, and I want to ask you directly: how's the eating going?"

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## Week 2: Set Up a Team Snack System

This is the highest-return structural investment you can make in your first 30 days.

**A small cooler or dedicated cabinet space near your coaching area**

#### CONTENTS

**bananas, individual peanut butter packets, crackers, granola bars (Nature Valley is cost-effective...**

**Available 30–60 minutes before practice for athletes who haven't eaten, and after practice for...**

**Approach your athletic director or booster club with a simple ask: \$50–75/month for a team snack...**

#### \*\*DIRECT SPONSORSHIP

**\*\* Ask 3 parents to "sponsor" one month of snacks each at the pre-season meeting.**

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## Coach Action Item

This week: Draft and send the parent email above.

Bottom Line

Building a team nutrition program doesn't require a dietitian on staff or a large budget — it requires a consistent message, a basic snack system, and a coach who normalizes talking about food. The first 30 days set the culture. The four-week framework above gives you a concrete path to get there without overwhelming...

This week: Draft and send the parent email above. Even if you're not in the first 30 days of a new job, this communication establishes the nutrition culture of your program early in the season. Send it before your first meet.

**COACH LINE**

Bottom Line

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**PROTOCOL**

## The System You've Built

By the end of 30 days, you have:

- A baseline picture of your team's current fueling habits
- A team culture where nutrition is normalized and discussed
- A parent communication on file
- A snack system in place
- An assistant staff that understands the framework and their role

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## Week 1: Assess and Open the Conversation

Before you change anything, find out where you're starting from.

- | What did you eat before practice today?
- | What does a normal race-day breakfast look like for you?
- | Do you eat lunch at school?

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## Week 3: Bring Your Staff On Board

You can't implement a nutrition culture alone.

**SHARE THE FRAMEWORK**

**nutrition is part of performance, same as technical coaching**

**Assign specific articles from the Aspire library to assistants by event group (sprint coach reads...**

**ESTABLISH LANGUAGE NORMS**

**what not to say — no comments on athletes' bodies or eating habits in ways that could be harmful....**

**CLARIFY THE REFERRAL PATH**

**concerning patterns 'head coach 'athletic trainer 'parents 'appropriate professional**

**QUICK REFERENCE**

## Key targets to keep in view

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

**WEEKS**

4

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

**STAFF BRIEFING**

15 min

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

**SNACK BUDGET**

\$50-75/mo

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.

Start this week: Send the parent email before the first meet.

Choose the snack storage location.

Do not skip: A referral pathway for weight loss, restriction, or repeated stress injury.

Language norms that remove body comments from the coaching staff.

What success looks like: Athletes know fueling is normal to talk about.

Families know what to pack and when to reach out.

**WHAT TO DO NEXT****Use it this week**

Which piece is missing in your program right now - assessment, snack access, parent communication, or referral path - and who owns it by next Friday?

**BOTTOM LINE**

The first month should produce a system, not a lecture series: assessment, snack access, parent communication, staff norms, and an escalation path.

**RELATED TOOL**

Coach season planner

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Map this system into the team calendar.

Source topics: new track coach nutrition • coach nutrition program • team nutrition implementation • track and field nutrition plan • first year coach • team snack system