

VIKING COMMITTED

LIVE A LIFE OF EXCELLENCE

Providing support to parents and
families with teens in Butte County
Butte County Prevention Unit
(530) 891-2891
www.butteyouthnow.org



I WILL COMPETE WITH EXCELLENCE
ON AND OFF THE FIELD



**VIKING
COMMITTED**

LIVE A LIFE OF EXCELLENCE

NOTICE BE AWARE OF THE FACTS

Remember... when you are not training... that somewhere someone else is training... and when you meet them... they will beat you.

- Consumption of alcohol directly relates to decreased athletic performance—decreased speed, endurance, agility, strength, and concentration; all key factors in the success of an athlete.
- **One night of drinking can erase 2 weeks of athletic training...** 14 days of lost training effect... why train for two weeks just to throw it all away? Don't waste your time!
- The residual effect of alcohol or a hangover has been shown to reduce performance by an average of 11.4% in elite athlete performance.
- Sleep is a clear predictor of performance! With ten hours of sleep, you will perform faster, stronger, and with more accuracy!
- "Post exercise" nutrition is critical to recovery. Immediately after training, athletes need to consume a sweet drink with electrolytes (4–6oz). Within five minutes, consume a liquid protein (12–16 oz.) and carbohydrates (75g). Within one hour, consume a nutritional meal (dinner).
- The most significant brain development of your entire lifespan occurs during the ages of 12–21. Alcohol in the system will reduce speed, acceleration, agility reaction, explosive power, endurance and increases injuries. Alcohol impairs judgement, decision making, and moral reasoning.
- 40% of children who start drinking before the age of 15 will become alcoholics at some point in their lives.

The **VIKING COMMITTED** campaign is about providing support to athletes, coaches and parents. This campaign urges athletes to renew their commitment to living a life of excellence! This is a commitment of personal responsibility, shared expectations and collective responsibility—to never lose their focus and to never compromise on their values.

ABOUT THIS PROGRAM

The biggest reason athletes do not reach their full athletic potential is because they give up what they want most for what they want at the moment.

It is not just that you put on a uniform, or show up every day at practice or the games... You are an athlete all the time, on and off the field. You represent your family, your community, your school, your teammates, your coach and yourself.

- Today, nearly 10.8 million youth ages 12–20 drink alcohol. 60% of high school athletes use alcohol.
- 54.8% of athletes who drink alcohol suffer from an injury—compared to 23.8% of non-drinkers.

What are you willing to give? What are you willing to give up? All things of value come at a price... Are you willing to pay the price to **BE YOUR BEST**?



CHOOSE MAKE THE BEST CHOICE -- CHOOSE EXCELLENCE

If you choose to become an athlete, you should live the life of an athlete. Wake up every day with a purpose of working toward your goal. Train your mind, your body and your spirit, so that when your finest day comes, you can know that you have done all that is possible to prepare and be at your BEST.

Think about what you are doing off the field... That will ruin what you do on the field...

CHOOSE YOUR DESTINY -- TAKE OWNERSHIP

- How important is your athletic career? Are you focused? Are you doing anything that prevents you from achieving your goals?
- Choose your destiny—A destiny of excellence. The more you think about it, talk about it and write about it, the more you increase the chance of it happening.
- Dedication really is worth its weight in Gold (Silver and Bronze too).
- Surround yourself with positive people, places and things. Refuse to associate with any person, place or thing that keeps you from your goals. There is more of a chance you will drink or smoke because you are hanging out with people who are drinking and smoking.

BOTTOM LINE: MAKE IT YOUR CHOICE

Do not let other people choose if or when you will drink alcohol. Make that choice for yourself. Choose a life of excellence and a life of peak performance; don't let alcohol keep you from reaching your full potential. Your team is behind you, your school is behind you and your community is behind you! If athletes and teams do not unite to eliminate underage drinking, the result may be lost dreams, lost futures, lost hope and lost lives. The success of your entire athletic career will depend on it... What have you agreed to?

ACT YOUR TEAM NEEDS TO FOLLOW A PLAN OF ACTION

We respect people and programs for more than the fact that they win games, rather that they do everything in a way that has class and respect. That sets them apart from others. We admire EXCELLENCE!

- Your character is reflected most by whom you choose to be with. Choosing not to drink isn't enough—make the choice not to be in the presence of youth who are drinking.
- Make those who came before you and those who will come in the future proud of your team.
- Organize post-game events for your team that do not include alcohol.
- In team meetings discuss the team formula for success and what that looks like on and off the field.
- Be a good role model for younger athletes—they watch you and wait for the day to wear your jersey. Teach them how to be a Viking Committed and a champion.
- Start Monday practice with a check-in. How did the weekend go? Is there anything that we need to discuss?

**ONE NIGHT OF DRINKING CAN
ERASE 2 WEEKS OF ATHLETIC
TRAINING**

ABOUT THIS PROGRAM

When you stop and think about the purpose of activities for youth, it is important to be reminded that the objective goes far beyond winning, championships, season records and the scoreboard. There are some critical areas of purpose in athletics that have the potential to build strengths and reduce risk.

Pro Social Bonding: The opportunity to take membership in a positive group activity that calls for positive health behaviors, positive bonding to social institutions and commitment to pro-social values. Through Viking Committed, we are attempting to establish a social order with a basis of achievement, common interest and excellence.

Clear and Consistent Boundaries: Standards for youth behavior set by adults, but also standards set by youth and monitored within their social order. Many of these standards are set to promote health and safety.

Life Skills: Abilities for adaptive and positive behavior that enable individuals to deal effectively with the demands and challenges of everyday life. Viking Committed imparts to those involved in high school athletics a learning experience that offers skills and abilities that can be used throughout the “game of life” long after their athletic career is over.

Caring and Support: Show those involved in high school athletics that all stakeholders in the program care and support those who partake, win or lose. That the adults in the community appreciate the athletes and what they are trying to achieve and for the kind of young people they are with regard to character and citizenship. In return, they will show support and respect for their peers and teammates.

Set High but Realistic Expectations: Set expectations for youth to always try their best, to believe in themselves and to show dedication, focus and commitment in whatever they do. To instill in them that their athletic experience is a privilege and honor afforded them to represent their community as ambassadors.

Opportunity for Meaningful Experience: To not simply offer athletics as an activity, but to make it a special experience unlike any other and to provide, as much as possible, for a young person to gain a positive outlook and perspective from being involved in athletics.





VIKING COMMITTED PROGRAM COMPONENTS:

Code of Conduct: A comprehensive code includes clear character based expectations of student athletes, as well as clear consequences to any code violation.

Mandatory Parent/Athlete Code Meetings: This meeting provides the opportunity to review the elements of the code of conduct and educate the athletes and parents/guardians on the impact of substance use (alcohol, tobacco and other drugs), sleep, nutrition, training/recovery, stress/mental health, stigma and harassment on peak performance.

Team Meetings/Break-Out Sessions: Ensuring the coach personalizes the message, teammates hold each other accountable to the team goal and expectations for participation are reinforced. This includes choosing and building strong team leaders and creating a culture of high expectations among teammates.

Athlete Leader Training: Training a core group of athletes to be “experts” in the Viking Committed Program content. These athletes provide cross age presentations, code night presentations, and trainings at conferences.

Ongoing Athlete Meetings: Lunch time meetings to discuss athletic competitions, issues among teammates, plan post game and weekend activities and events, and promote positive team attitude and culture.

Activities and Events: Athletes plan post competition events, weekend events and “Committed Days” — encouraging all athletes to attend team competitions and support the other teams.

Trained Coaches: Coaches and athletic administrators have an important role to play in dealing with substance abuse, character, mental health and wellness among their athletes but many are not prepared to address it. Conducting coach’s training is imperative both to raise coach consciousness and equip them to deal with these issues. Viking Committed supports coaches to address all behaviors of concern among their team. This approach not only includes coaching to increase athletic performance but also viewing sport as an opportunity to build character and promote wellness.

Administrative Support: Principals, Assistant Principals, Superintendents, Athletic Directors and School Board Members support is critical to the success of the program. They are prepared to address code infractions and support the investigative process. In addition, prioritize the opportunity for athlete and coach training.

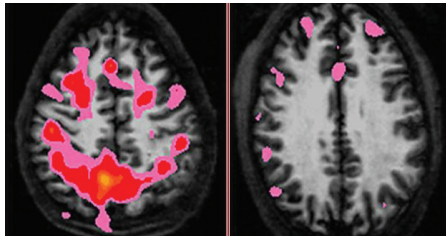
Pre/Post Athlete Evaluation: Pre and post season surveys are administered to all athletes. This survey provides the opportunity to measure perception, attitude and beliefs among athletes.



VIKING COMMITTED TRAINING MODULES:

TRAINING AND RECOVERY:

- Hydrate, hydrate, hydrate! Dehydration increases fatigue and decreases focus. Two percent dehydration = 10% decrease in performance.
- Rehydration should occur before, during and after training. Before: drink approx. 500mL of fluid . During: drink 200mL approx. every 15 minutes (or as much as is comfortable).
- Olympic lifts optimize the body's neural and muscular response during training. They utilize more muscle groups and elicit better results than popular lifts such as the bench press or lateral pull down.
- High intensity training has the greatest effect in the morning—morning training = bigger gains!

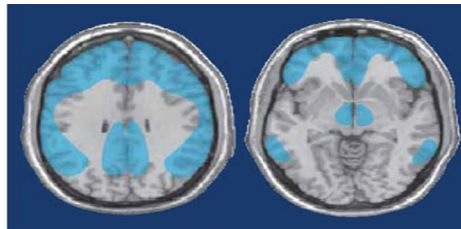


NON-USER

HEAVY USER

SLEEP:

- Sleep is one of the most significant predictors in performance—athletically, academically and behaviorally.
- With 10 hours of sleep per night, athletes will experience significant improvements in performance—they will perform quicker, more accurately and with better focus.
- Blue light (from cell phones, computers, and televisions) significantly impacts the brain's ability to transition from wake state to sleep.
- Allow two hours free from electronics prior to bedtime.
- The average amount of sleep for young people is approximately 6 hours and 20 minutes per night—while young people really need 9-10 hours of sleep per night to function at full capacity.



8 HRS OF SLEEP

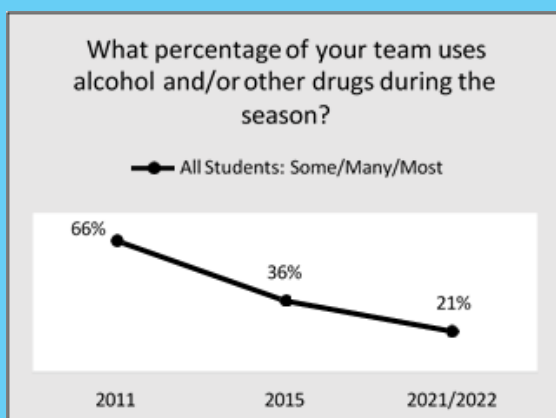
NO SLEEP

NUTRITION:

- What you put into your body significantly impacts your athletic performance.
- Take in some kind of nutritious food every four hours to keep your blood glucose levels stable and prevent the release of cortisol (the stress hormone). This could be a small box of raisins, a Powerbar, or a few sips of a sport drink.
- If cortisol is in your system while training or competing, you will tear down the muscle physiological capacity.
- Follow the Power Back Diet after every practice or competition.
 - Step One: take in 4-6 ounces of a sweet drink such as Gatorade or PowerAde mixed with water.
 - Step Two: take in a fast protein in a liquid form such as a protein shake.
 - Step Three: take in 75g of carbohydrates such as raisins or fig bars.
 - Step Four: within one hour, eat a healthy, nutritious, well balanced meal.
- Protein blunts the negative effects of muscle damage and accelerates the positive factors in muscle repair.

SUBSTANCE USE

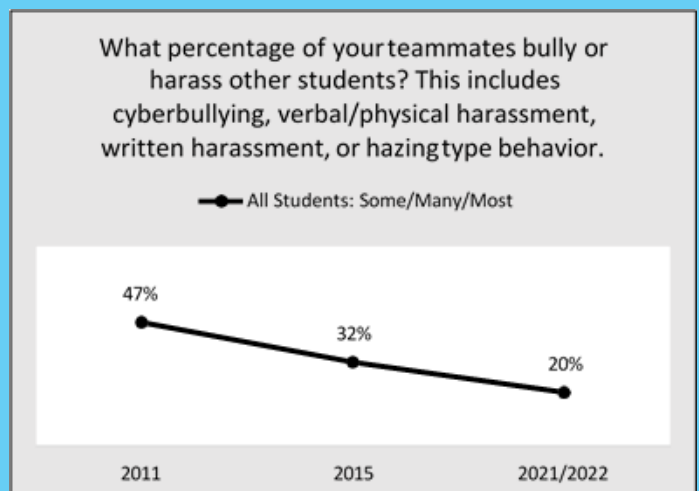
Athletes remain one of the highest “at risk” groups for substance abuse. When athletes win, they celebrate, often with alcohol and other drugs. When they lose, they try to kill the pain of defeat with alcohol and other drugs. An NCAA study discovered that between 68% and 95% of college athletes drink alcohol regularly and approximately one third use marijuana. High school athletes are traditionally no exception. However, with implementation of the Viking Committed Program, we are making significant progress in this area.



*Data collected from CHS & PV AC Surveys

BULLYING & HARASSMENT

Athletes are expected to show respect, sportsmanship, fairness and self-control. Athletes have a responsibility to not only ensure that they do not engage in any bullying or harassment, but also to ensure that they are not a silent bystander. They must be willing to do the right thing – always. And, to look out for others who may need their support. Athletes must possess high levels of communication and be willing to confront any behaviors of concern – including bullying, verbal/physical harassment, written harassment or hazing type behavior.



STRESS AND WELLNESS:

- Athletes are dealing with a great deal of stress to perform in competition, in school and in social situations.
- Nobody performs better under stress—some people perform better than others.
- Stress greatly impairs the immune system.
- Many mental health problems begin during adolescence.
- Stress impacts heart rate rhythms—from the optimal state marked by smooth and balanced heart rhythms to incoherent and unbalanced rhythms.
- Young people often self-medicate with alcohol and other substances.
- Stress and mental health issues need to be identified early to ensure supportive services are made available.
- Reduce stigma by educating and promoting equity and diversity, physical activity, healthy lifestyle and self-esteem.

SUBSTANCE USE:

- One night of drinking can erase 2 weeks of athletic training.
- Athletes who drink are twice as likely to become injured as non-drinkers.
- Athletes who drink get sick more often. Alcohol reduces the immune system capability.
- Athletes who drink are slower and have impaired reaction times.
- Athletes who drink are more stressed out. Alcohol greatly increases the release of cortisol (the stress hormone).
- Athletes who drink are more tired. Alcohol disturbs REM sleep time, reducing the body's recovery ability.
- Alcohol negatively effects heart, lungs and muscle performance.
- Alcohol increases the time for recovery of androgenic training hormones (up to 96 hours – 4 days).
- Alcohol decreases the protein synthesis for muscle fiber repair.
- Alcohol reduces performances potential by as much as 15–30% in high school athletes.

CHARACTER:

- Character reflects how you treat people. Are you fair, thoughtful, sensitive, respectful and polite?
- Encouraging young people to do the right thing—even when nobody is watching.
- Focus on high expectations for leadership and positive behavior.
- Recognizing that it is an honor and a privilege to play sports in high school.
- Being courageous enough to stand up to athletes with negative behaviors and attitudes.
- Being a dependable leader in all areas of life—school attendance, getting to practice on time, and following through with your commitments.
- Being a positive role model through good citizenship, commitment to a healthy lifestyle, positive athletic and school behavior and setting a good example for others.



I am a teammate and a leader long after the game is over. I have made a commitment to not be around others who are drinking or using drugs.

I AM A VIKING COMMITTED.



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LIVE A LIFE OF EXCELLENCE



FOR MORE INFORMATION PLEASE CALL (530) 891-2891
Athlete Committed • Friday Night Live • Club Live • IMPACT Mentoring
Strengthening Families Program • Youth Nexus • Youth Wellness Centers
www.butteyouthnow.org

