

“A good coach can change a game, a great coach can change a life.” —John Wooden



TEAM CULTURE

As a coach there's no way of avoiding it, a **team culture will exist**. You can help make it happen, or it happens by default.

TEAM CULTURE TIPS

RELATED TO SUBSTANCES

GOALS

Establish non-use goals like any other athletic, team or season objective. What does success look like?

TEAM

Encourage “teamwork” through peer-to-peer support - we have each other’s backs on and off the field.

COMMUNICATION

Notice your response when you hear substance-use talk amongst your athletes. Find your unique voice and share your values.

ACCOUNTABILITY

Make sure athletes understand the rules and consequences, and follow through.

ENCOURAGEMENT

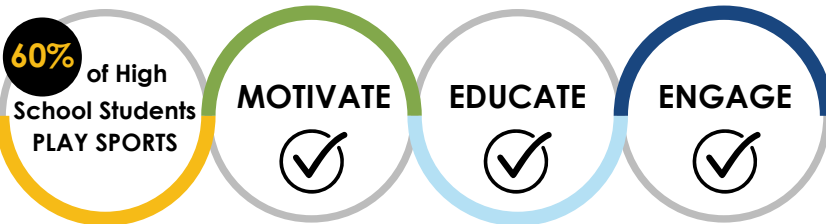
Recognize healthy decision making. Noticing creates connection and re-enforces strong behavior.



To find out more or to schedule presentations for your athletes, coaches and/or parents visit [substance-free-athletics.org](https://www.substance-free-athletics.org) or scan the QR code.

What every COACH should know about SUBSTANCE USE.

Your influence as a Coach is huge, however it's harder to make as much impact when athletes on your team are using drugs and alcohol. **Substance use on the weekends can hurt athlete health** and negatively impact athlete & team performance over time. **Substance-free athletes have more energy, endurance and strength** and they can more effectively integrate practice and game experience into their internal understanding of how to play their game. Also, teams with less use are less distracted and require less coaching on issues that have nothing to do with sports. **It's worth it to talk about drugs and alcohol with your team** and to establish an expectation that your athletes remain substance-free in season and beyond.



"Coaches are some of the world's most important people. They are entrusted with young lives, often spending more time with them than their parents and teachers do."
—Positive Coaching Alliance, website

HELPFUL RESOURCES



POSITIVE
COACHING
ALLIANCE



NCAA COACHES
ASSIST PROGRAM



Mothers Against Drunk Driving
Power of Parents Materials



Parent Movement 2.0
Information on marijuana and a 21st Century
understanding on Teen Substance use

While the resources listed above are designed for parents they can provide helpful information for coaches as well.

"One coach will impact more young people in a season than the average person in an entire lifetime"
—Billy Graham

