



BODY type
nutrition

**Developing the Young Athlete,
Player Led Approaches to Nutrition**

Ben Coomber



HUMAN KINETICS

Welcome!



- » Today's webinar is hosted and brought to you by Human Kinetics.
- » We're scheduled to last for around 30/45 minutes and it will be recorded and made available online.
- » Everybody who has signed up will receive an email containing a link to the recording when it is available.
- » All microphones and phone lines are muted. To ask a question please use the question box located in the lower right corner of your screen.
- » Join the conversation through Twitter
- » @HumanKineticsEU @BenCoomber
- » #YouthNutrition

Who is with us on this webinar?

- » Let me know if you're a PT or coach/therapist
- » Let me know if you are just here for your own knowledge and learning...



Ben Coomber (BSc, CISSN)

What do I do



- » Nutritionist, coach, speaker, educator, consultant
- » UK's #1 rated health & fitness podcast 'Ben Coomber Radio'
- » Coached athletes in many sports, MMA, rugby, bodybuilding
- » Speaker at all major fitness events & my own seminars
- » Used to be 16 stone, went down to 10.5 stone, now 13.5 stone – been through many of the battles people face!
- » Owner of **Body Type Nutrition** – We run online nutrition courses, nutrition coaching, plus have books & videos on nutrition topics
- » Creator of **Awesome Supplements** – Honesty, simplicity and research proven – supplements⁴that work, none that don't

What do I know about athletes?

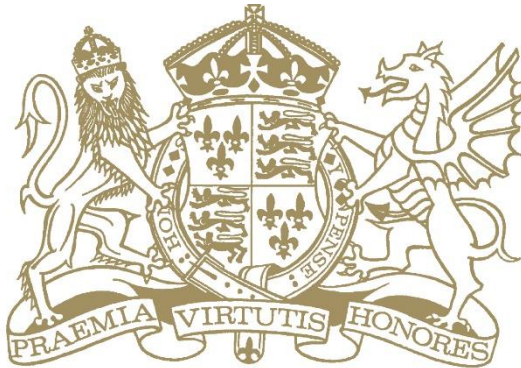
- » I'm an athlete myself, so talk from experience
- » I've played sport from age 9 competitively



Worked in elite rugby quite a bit

Where?

PREMIERSHIP RUGBY



NORWICH SCHOOL



What I observed working in Elite sport...

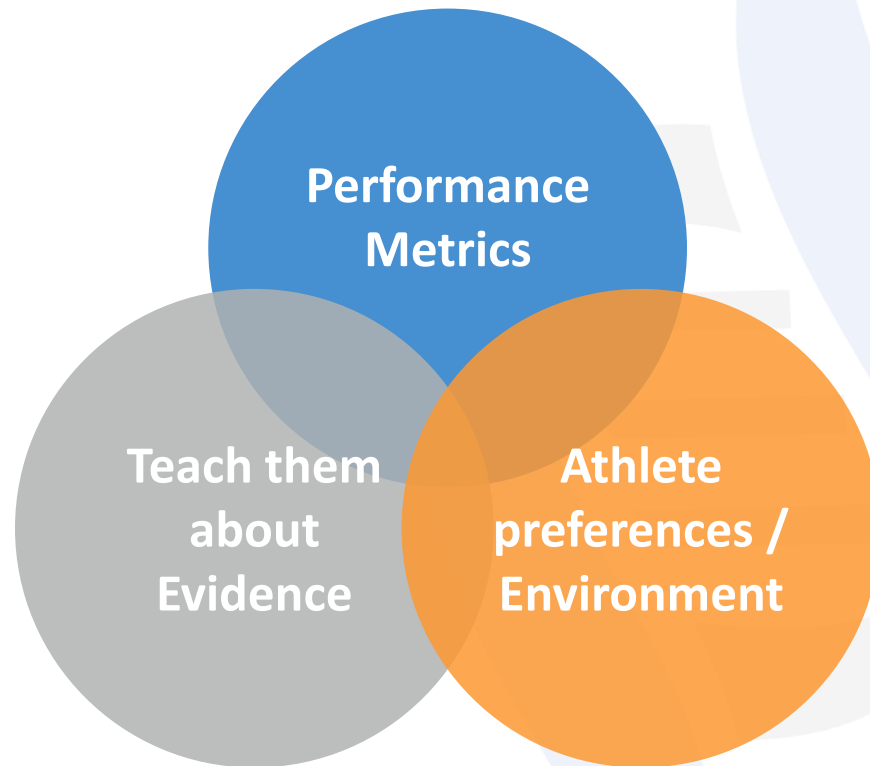
- » The athletes needed simple instructions
- » Motivation wasn't always sky high to eat well all the time
- » They were real people that also wanted to live their lives
- » They liked eating out and having fun just like anyone
- » They often rebelled against strict rules
- » They are as vain as anyone else
- » Their motivation was to win, so that was emotional leverage, as well as injury prevention and recovery
- » Athletes ALWAYS did extras outside of what they were told to do

Coaching Athletes – The Basics

- » Never coach with dogma or assumptions
- » Never undermine the senior coaching team or head coach
- » Learn everything about them and their environment
- » Don't just assume they have time, resources, money and motivation to do anything you ask of them, not all athletes are robots with advice you give
- » Track changes with as much data as possible, this is also key as other coaches will want to see performance data

Coaching athletes

Be inclusive in your approach



Are we employing EBP?

Teach an athlete about EBP, but also to listen to their body

- » Did someone say it and the athlete believed it?
- » Did the athlete experience it themselves?
- » Is something simply the status quo and that's why it's being done? But is it EBP?
- » Did the athlete read a blog, and now is doing it?
- » There is a fine line to be taught between EBP & trial and error



Try to avoid with athletes

Black & white coaching

- » Training plan
 - » Diet plan
 - » Recovery Plan
 - » Performance plan
 - » Flexibility plan
 - » Sleeping plan
-
- » Plan for everything, but ALWAYS teach a plan B
 - » Why? Because life and the environment isn't always perfect

Super important

Teach...



Athletes are real people

Treat them as such, coach flexibility



We don't teach good vs bad

Not in athletes, or normal populations



It's why it's important to avoid...

Buzz terms with impressionable people

- » They will latch onto them very easily, especially from people with perceived power and influence

YOU'LL  PALEO



But don't get me wrong

We want our athletes to eat well



Performance HAS to be the focus

- » From an early age the focus must be on performance, not body composition, and this needs to be managed carefully

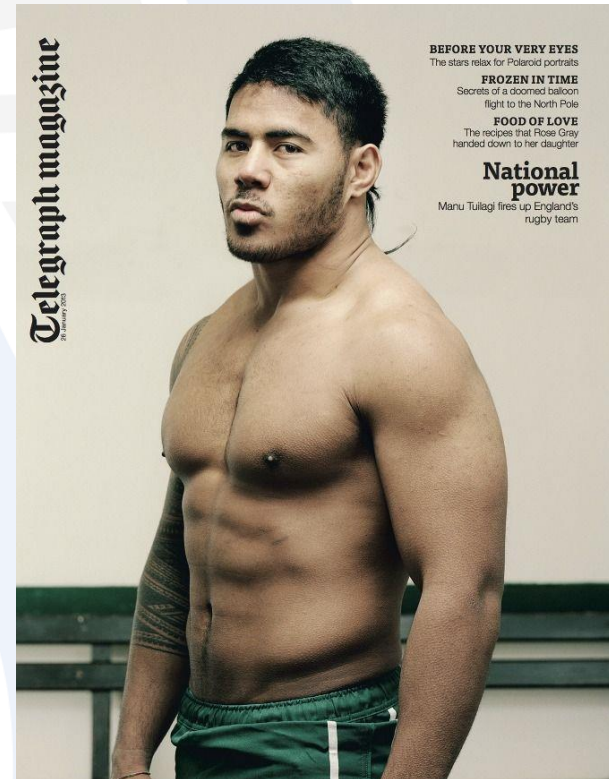


Using rugby as an example

Many environments still use body comp as a measure

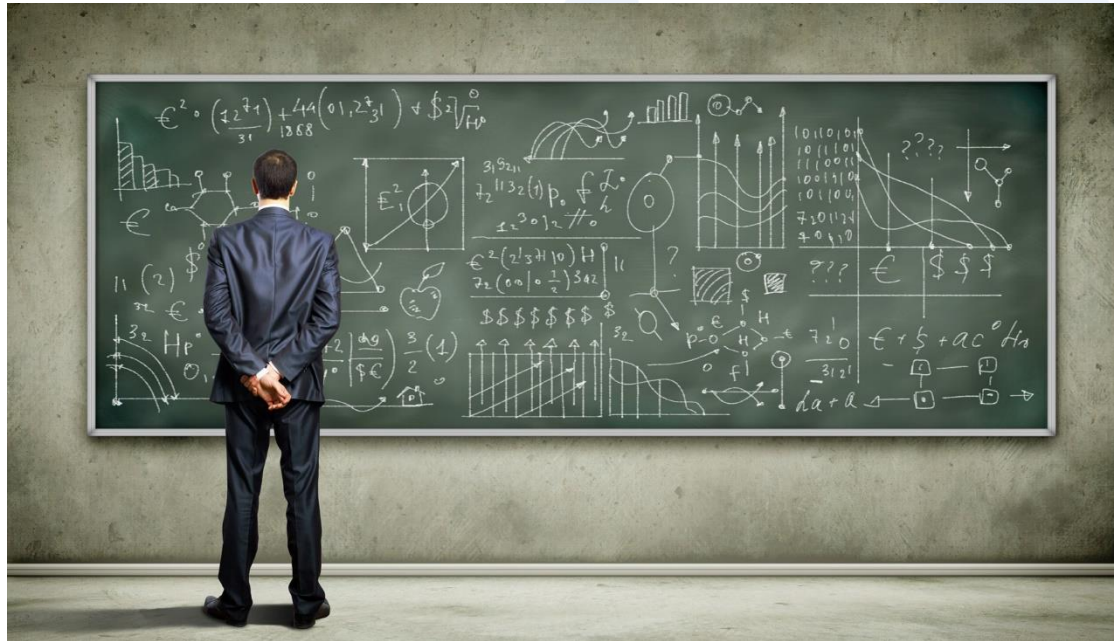


» Are any of these athletes not in shape?



Sports nutrition is often a math's lesson, why?

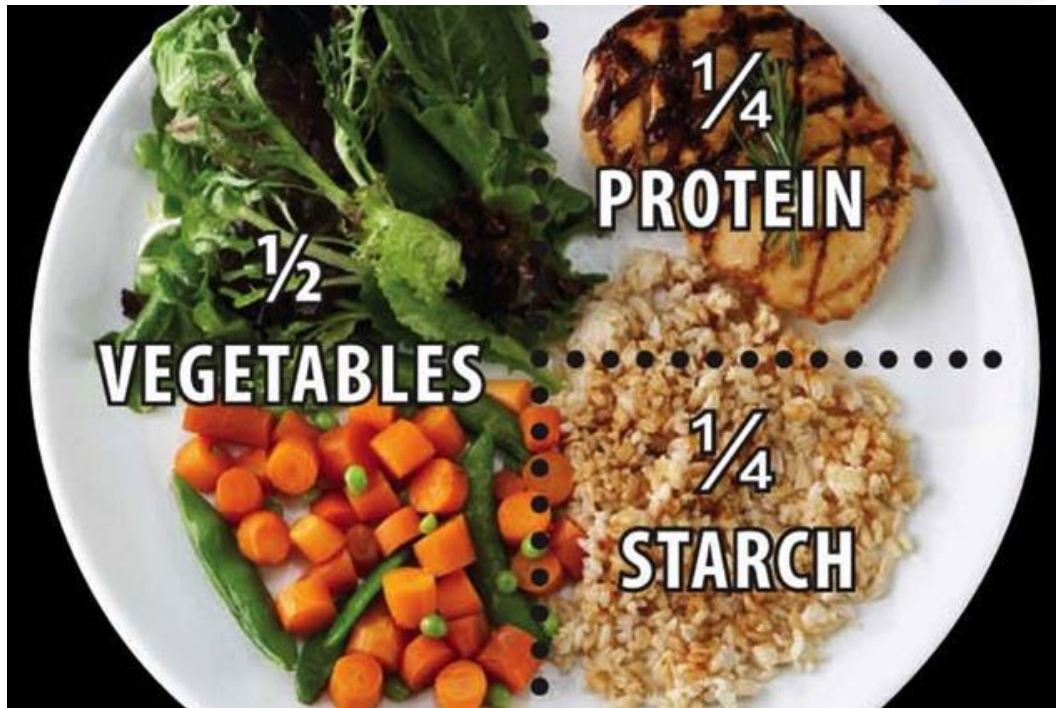
- » Let's think about the context of this population, young athletes need simplicity first and foremost, think of the questions parents ask you when they enquire what their kids should eat



We HAVE to teach young athletes

Autonomy is fundamental

- » Teach them about food, balance, calories, impact of alcohol, eating out with friends, the role of supplements



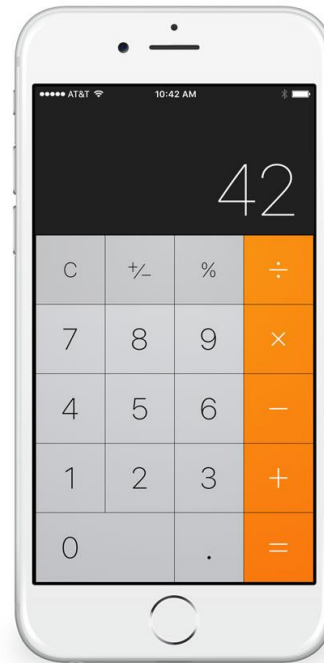
Spend time with the athlete

Help them learn what's in their food & give them the tools

Nutrition Facts		
Serving Size 1 cup, with pits, yields 138g (138 g)		
Amount Per Serving		
Calories 87	Calories from Fat 2	
% Daily Value*		
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat		
Cholesterol 0mg		0%
Sodium 0mg		0%
Total Carbohydrate 22g		7%
Dietary Fiber 3g		12%
Sugars 18g		
Protein 1g		
Vitamin A 2% • Vitamin C 16%		
Calcium 2% • Iron 3%		

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

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Nutrition for the athlete

Think of them as an adult

- » They have the same protein requirements as we do, 1.4-2g per KG
- » They need to fuel appropriately with carbohydrates, which might be more than an adult as they have lower levels of muscle mass, thus they have less storage capacity
- » They still need 25-35% fat intake to support growth and health
- » They need the same micronutrients as us
- » Treat them as an adult, they will also appreciate that and enjoy progressing themselves into an experienced athlete



#1 issue I see in young athletes is BURNOUT

- » Young athletes are very susceptible to their environment, trying to do their sport and stay lean, which over time often means they are not fuelling themselves properly, leading to burn out



So always focus on...
Performance!



The athlete, the client...

Truly understand them to truly help them

- » Time constraints
- » Belief systems
- » Health status
- » Speed of the result
- » Expectations of coaches
- » Symptoms being experienced
- » Capacity to change
- » Finances
- » Ability/knowledge level
- » Their mental/emotional state
- » Support network
- » Recipe / cooking knowledge
- » Actual outcome needed
- » Demands outside their sport



Young people are different

Take time to understand



Take 3 key things from this webinar

To be a better young athlete coach

- » Understand the athlete fully
- » Support the athlete and treat them like an adult
- » Empower the athlete so they are autonomous with their diet

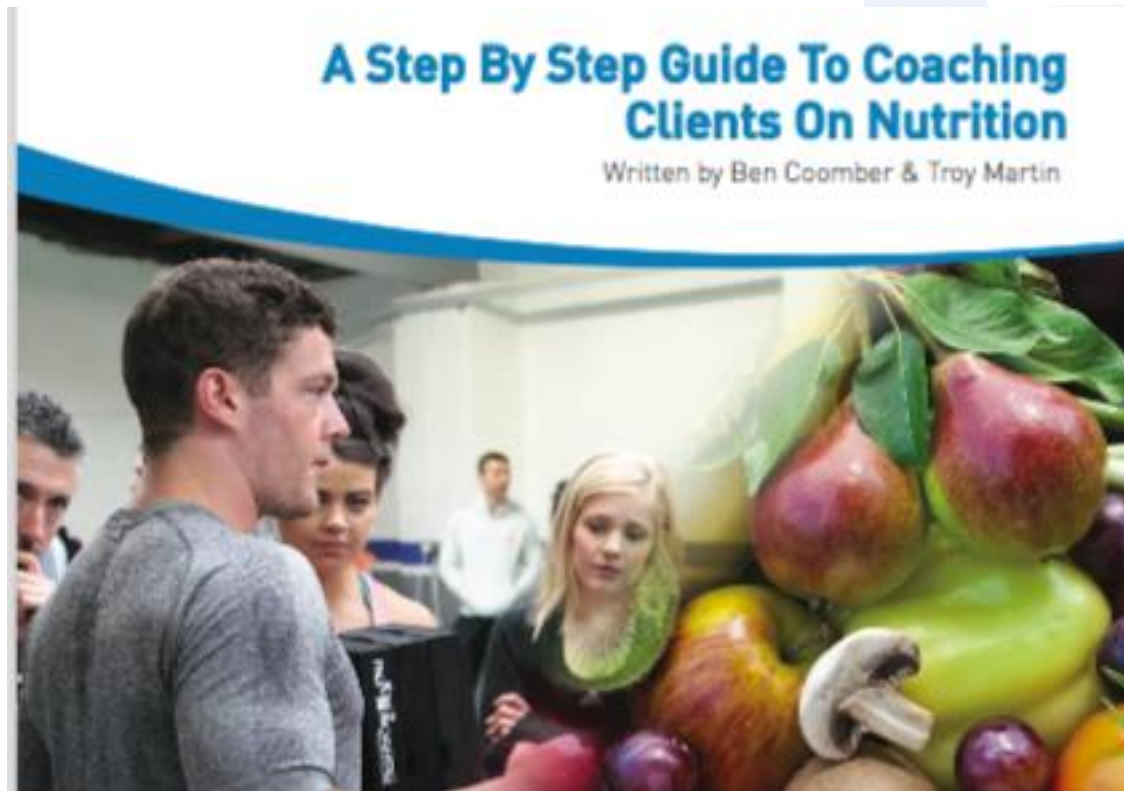


Principals for coaching

The BTN way...

- » Every client is treated as an individual
- » **Always** start with the basics – Diet, sleep, calories, health
- » An approach should always be heavily biased towards whole foods
- » Stick to EBP principles, not dogma or common practice
- » Flexibility and strictness need to be individually assessed, but long term, managing flexibility is a valuable life skill and should be autonomous
- » A clients diet must make them **feel** good, this is a must, and why we focus on the basics, balance, stress and lifestyle
- » Nutrition and lifestyle is all encompassing
- » Inspire them with what it feels to be truly healthy

I'll send this to you asap as freebie



FREE Education, my podcast

Rated #1
health podcast
on iTunes in UK



IMPOSSIBLE IS NOTHING

Available on
iTunes

AVAILABLE
ON  **STITCHER**

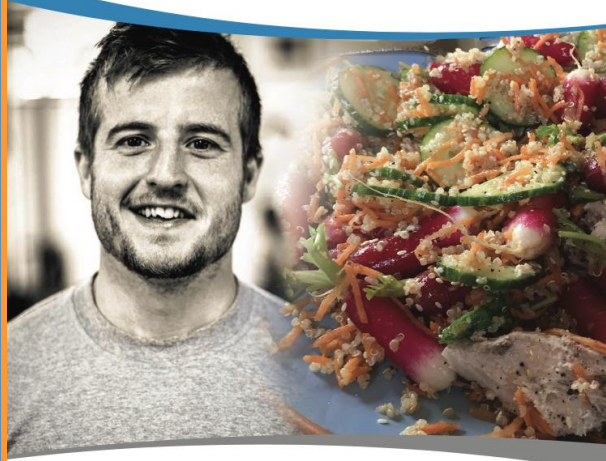
BEN COOMBER
RADIO
Released every Thursday

I've written some books...



The Nutritional Blueprint

A manual to lose fat, increase your performance, and build muscle, all while seeking optimal health



Written by Ben Coomber of Body Type Nutrition



The Body Type Nutrition Cookbook

Recipes for a leaner, healthier, higher performing body



Written by Ben Coomber, Simon Herbert & Jack Coomber



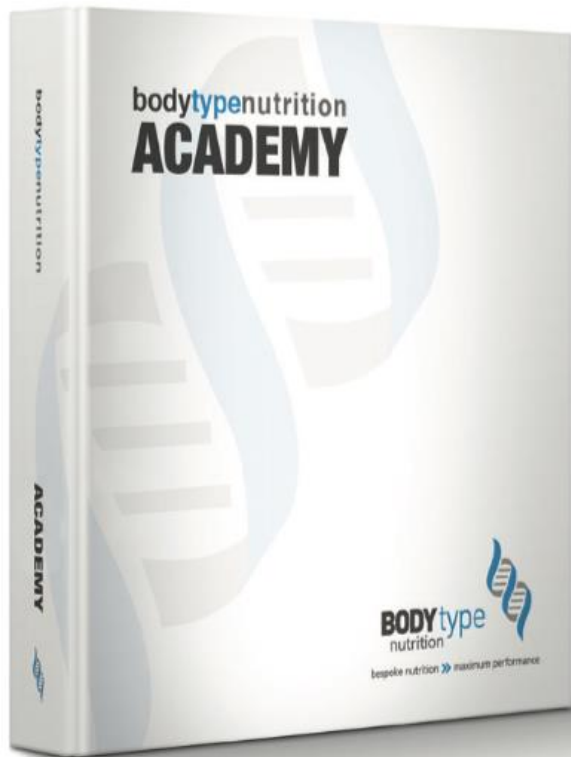
The Sports Nutrition Blueprint

A manual for athletes, gym goers and keen trainers that want to take their nutrition, recovery and performance to the next level



Written by Ben Coomber & Tom Bainbridge

We do Nutrition Education, online...



- » **The Body Type Nutrition Academy**
- » Split into 3 sections; Foundation Academy, Practical Academy & Business Academy
- » A fully online & mobile ready course – learn from home anywhere in the world
- » Includes course materials /notes / book
- » Full support 24/7
- » Allows you to be insured as a nutrition coach
- » Course is taught by 7 expert coaches
- » [Bodytypenutrition.co.uk/academy](https://www.bodytypenutrition.co.uk/academy)

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nutrition

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Upcoming Webinars



- » We have some great webinars coming up.
- » 21st February 3pm GMT – Exercise training in youth, what do we know? By Dr Melitta McNarry
- » 7th March 3pm GMT - Quantifying Bivariate Plots in Sports Biomechanics by Prof David Mullineaux
- » 21st March 3pm GMT - Psychosocial considerations in sports injury risk and prevention by Adam Gledhill
- » Further info: www.humankinetics.me/category/webinars

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Thanks for joining us



- » Thank you to everyone for joining us today and thanks to Ben for the great presentation.
- » Please take a few moments when your webinar window closes to complete a short survey on today's webinar – we appreciate your feedback as it helps us continually improve our webinars.
- » We will email everyone a link to the recording of today's presentation, so you can view it yourself or pass it along to friends or colleagues.
- » Thank you again for your participation, enjoy the rest of your day.