One Community at a Time: Creating Youth-Centered Sports in the United States

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Multi-stage initiative to build healthy communities through sport
ACTIVE KIDS DO BETTER IN LIFE
WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS

ACTIVE PARENTS ASSOCIATED WITH ACTIVE KIDS

KIDS OF ACTIVE MOMS ARE 2X MORE LIKELY TO BE ACTIVE

INTERGENERATIONAL CYCLE
COMPRESSION OF MORBIDITY
1/3 THE RATE OF DISABILITY

REDUCED RISK OF HEART DISEASE, STROKE, CANCER, DIABETES
MORE PRODUCTIVE AT WORK
LOWER HEALTH COSTS
7-8% HIGHER ANNUAL EARNINGS
15% MORE LIKELY TO GO TO COLLEGE
LESS SMOKING, DRUG USE, PREGNANCY AND RISKY SEX
UP TO 60% HIGHER TEST SCORES
1/10 AS LIKELY TO BE OBESE

PHYSICALLY ACTIVE CHILDREN

EARLY CHILDHOOD ADOLESCENCE ADULTHOOD
SPORT FOR ALL, PLAY FOR LIFE MODEL
BROAD ACCESS LEADS TO SUSTAINED PARTICIPATION

Squaring the pyramid creates athletes for life, at all levels.

Up to age 12, focus on ability, confidence, and desire to be active.
The Playbook

• Nation’s first cross-sector framework for action for youth sports (12-and-under)
• Values: Health, inclusion
• Input from 300+ leaders
• 40+ activation ideas
• 8 strategies for 8 sectors
8 Strategies

1. Ask Kids What They Want
2. Reintroduce Free Play
3. Encourage Sport Sampling
4. Revitalize In-Town Leagues
5. Think Small
6. Design for Development
7. Train All Coaches
8. Emphasize Prevention
“You have built a very powerful roadmap. The challenge now is to take it literally on the road to impact communities.”

-- Dr. Vivek Murthy, then-U.S. Surgeon General
Project Play Communities
5 Conditions of Collective Impact

1. Common agenda
   All participants share a vision for change that includes a common understanding of the problem and a joint approach to solving the problem through agreed-upon actions

2. Shared measurement system
   All participants agree on how to measure and report on progress, with a short list of common indicators identified and used to drive learning and improvement

3. Mutually reinforcing activities
   A diverse set of stakeholders, typically across sectors, coordinate a set of differentiated activities through a mutually reinforcing plan of action

4. Continuous communication
   All players engage in frequent and structured open communication to build trust, assure mutual objectives, and create common motivation

5. Backbone support
   An independent, dedicated staff guides vision and strategy, supports aligned activities, establishes shared measurement practices, cultivates community engagement and ownership, advances policy, and mobilizes resources

Source: Channeling Change: Making Collective Impact Work, 2012; FSG Interviews
Huddle Up For Kids
You want sports to be a great experience for every child in your community. But you can't do it alone. The Project Play Teamwork Toolkit, powered by ESPN and Under Armour, is here to coach you.

LET'S DO THIS
www.howtocoachkids.org

Partners: USOPC, Nike, Aspen Institute’s Project Play
Thank you

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