



**The HOOK SHOT:**  
*Incorporating Sports-Based Youth Development  
Into your Health & Fitness Program*

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**2010 BOOST CONFERENCE**

# Sports Can Be A Force for Good or Bad – Your Choice

- New Mexico Soccer player
- <http://www.youtube.com/watch?v=k52QWFeP7OY>

## College Softball Story

- <http://www.youtube.com/watch?v=VChZEL2MFmg>

# Sports Crazed Nation Quiz

- Lebron
- Tiger
- Serena
  
- Who are these 3 people?
- What are their last names?
- What do they all do for a living?

# Sports Crazed Nation Quiz Part II

- Joe
- Harry
- Nancy
  
- Who are these 3 people?
- What are their last names?
- What do they all do for a living?

# Sports Word Association

- when you hear the word “Sports” what words comes to mind?

## Next Time Think

- Experiential Learning
- Relationships
- A Window into a Kid's Mind

# America's Youth Health Crisis

- 33% of kids are overweight or obese by 3<sup>rd</sup> grade
- On last census, only 3% of parents in low income areas reported their kids played organized sports
- Limited access in inner cities to healthy fruits and vegetables
- Unsafe and poor quality fields and parks
- Few trained quality youth coaches
- Gym cut from school day
- Sports opportunities offered only to those can pay for it
- Fewer opportunities for girls to play
- If you're not very good by 8<sup>th</sup> grade and can't make a team in high school, may never get the chance to participate in organized sports again in life

# Definitions

## Team Up for Youth Definition of “Sports”

- Fun though movement
- At ASAS, we don't define it only as major traditional sports (i.e hip hop dance and hiking count in our book)

# Definition

According to Up2Us a coalition of Youth sports groups, Sports-Based Youth Development (SBYD) is:

“*A teaching methodology that uses sports to help youth learn and master sports skills along with life and leadership skills in a safe, fun, supportive, and challenging environment. This experience involves caring relationships, facilitated learning, experiential learning, and vigorous physical activity.*”

# Problems SBYD Can Tackle

- Obesity
- Gangs
- Lack of gym and recess
- Lack of success, belonging and confidence
- Lack of access to play spaces
- Lack of role models

# Emerging Field

- Not taken seriously before
- Paradigm Shift Taking Place
- Up2Us – a new group with 400 + members
- Social Entrepreneurs Sprouting Up
- Research Base
- Coach for America
- Type of work most popular with volunteers
- Many Partners to Work With – [www.up2us.org](http://www.up2us.org), positive coaching alliance, team up for youth, Playworks

## Reasons SBYD Works

- Adults like it
- Everyone can contribute somehow
- Metaphors become Real
- Unites different parts of the community like no other activity
- Fun, active, experiential disguised learning
- Not boring
- Breaks the ice and creates quick bonds between complete strangers
- **Our Kids are already interested**

# ASAS SBYD Curriculum

- **Sports and Leadership**
- **Sports and Life Skills**
- **Sports and Service**
- **Health and Nutrition**
- **Empowering Girls**
- **Children in Nature**
- **Funders, Research and Partners**

## Contact Info

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