An Overview of the National Youth Sports Strategy and the Role of Coaches

Katrina L. Piercy, PhD, RD, ACSM-CEP | Lead, National Youth Sports Strategy
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Disparities in Youth Sports Participation

Figure 2. Participation in Sports Teams or Sports Lessons After School or on Weekends

Source: National Survey of Children’s Health (NSCH), 2017
Youth Sports

↑ Grades

↑ Physical Literacy

↓ Disciplinary Problems

↑ Mental Health

↑ Self-esteem

↑ Life and Social Skills

↑ Confidence

↑ Confidence

↑ Physical Literacy

↑ Mental Health

↑ Self-esteem

↑ Life and Social Skills

↑ Grades
NYSS Vision

One day, all youth will have the opportunity, motivation, and access to play sports – regardless of their race, ethnicity, sex, ability, or ZIP code.
Key Pillars of the National Youth Sports Strategy (NYSS)

1. Increase awareness of the benefits of participation in sports

2. Promote private and public sector strategies to increase participation in sports

3. Develop metrics that gauge youth sports participation

4. Establish a national and local strategy to recruit volunteers who will encourage and support youth participation in sports
Developing the National Youth Sports Strategy (NYSS)

- Public Comments
- Lit Review/Environmental Scan
- HHS Existing Programs
- NYSS Report
- Listening Session
- Comments on draft report
- Peer Review
- HHS Clearance
Key Resources to Develop the National Youth Sports Strategy
Opportunities to Increase Youth Sports Participation
Framework for Understanding Youth Sports Participation

- **Organizational**
  - Coach and volunteer recruitment, training, and retention
  - Funding
  - Partnerships and community engagement
  - Quality sports programming
  - Transportation

- **Interpersonal**
  - Awareness, knowledge, and beliefs
  - Injury and abuse prevention
  - Physical literacy
  - Positive role modeling and mentoring
  - Quality coaching skills
  - Unstructured sports play

- **Individual or Intrapersonal**
  - Awareness, knowledge, and beliefs
  - Personal growth
  - Physical literacy
  - Sport sampling

- **Community**
  - Access to play spaces
  - Awareness, knowledge, and beliefs
  - Capacity building
  - Resources
  - Transportation

- **Public Policy**
  - Legislation and policy
  - Proclamations, awareness, and other media
  - Research, funding, and surveillance

**Addressing Equity and Inclusion**
The Role of Coaches
Action Steps for Organizations

- **Make programs accessible and inclusive** so that all youth can participate.
- **Recruit and train effective coaches and volunteers** — including coaches who reflect the community demographics.
- **Encourage youth to play a variety of sports** throughout the year.
- **Promote sports as a way for youth to build confidence** in their physical abilities and lay the foundation for an active lifestyle.
Action Steps for Organizations

- **Require and provide background checks** for coaches, officials, and volunteers.
- **Require and provide access to training** or certification programs for coaches, officials, and volunteers.
- Provide adequate equipment, training, and other necessary resources to **adapt or modify sports activities** to meet the needs of youth of all abilities.
Moving Forward
HHS Implementation

- Communication and Promotion
- Measuring Participation
- Partnership and Stakeholder Engagement
- Federal Government Coordination
Available Promotional Resources

- Top 10 Things to Know about the NYSS
- NYSS Executive Summary
- NYSS Frequently Asked Questions
- Bright Spot blogs and handouts
- Partner Promotion Toolkit

[health.gov/paguidelines/youth-sports-strategy](http://health.gov/paguidelines/youth-sports-strategy)
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Thank you!
Katrina L. Piercy, PhD, RD, ACSM-CEP
Lead, National Youth Sports Strategy
Katrina.Piercy@hhs.gov