The United States Center for Coaching Excellence recognized by President’s Council on Sports, Fitness & Nutrition as NYSS Champion℠ to Promote Participation in Youth Sports

The United States Center for Coaching Excellence becomes an NYSS Champion

(Morgantown, WV) – The U.S. Department of Health and Human Services (HHS) is pleased to recognize The United States Center for Coaching Excellence (USCCE) as one of the first organizations to join the National Youth Sports Strategy (NYSS) Champion program. HHS released the NYSS in September 2019 in response to Presidential Executive Order 13824, which called for a national strategy to increase youth sports participation. The NYSS is the first Federal roadmap with actionable strategies to increase participation in youth sports, increase awareness of the benefits of youth sports participation, monitor and evaluate youth sports participation, and recruit and engage volunteers in youth sports programming.

NYSS aims to unite U.S. youth sports culture around a shared vision: that one day all youth will have the opportunity, motivation, and access to play sports — regardless of their race, ethnicity, sex, ability, or ZIP code. NYSS Champions represent organizations that are working towards achieving this vision.

As an NYSS Champion, the USCCE has demonstrated their organization’s support of youth sports and commitment to the NYSS vision. The USCCE will be recognized along with other NYSS Champions on health.gov as part of a growing network of organizations partnering with HHS to improve the youth sports landscape in America.

“We know children who obtain regular physical activity gain important physical and mental health benefits, which are more important than ever during the COVID-19 pandemic,” explains ADM Brett Giroir, M.D., Assistant Secretary for Health at HHS. “I’m thrilled to acknowledge the work of the NYSS Champions who are furthering the mission of the NYSS and helping to foster a lifelong love of sports and physical activity for our Nation’s youth.”

Kristen Dieffenbach, the board president for the United States Center for Coaching Excellence noted, “Coaching is teaching and coaches deserve to be prepared and supported by systems developed with evidence-based best practices. The USCCE is proud to be recognized as a NYSS Champion and is committed to supporting system development that will enrich and support the development and education of coaches who work across all contexts of the game.”
About The United States Center for Coaching Excellence (USCCE)
As a 501c3 organization, the United States Center for Coaching Excellence’s vision is to support a systematic, integrated approach to the development of coaches that is guided by theory and best practice, and led by qualified coach developers and coach education systems. The USCCE provides a professional space for coach developers and coach educators, accredits coaching education programs and provides program recognition.

The NYSS Champion is a service mark of the U.S. Department of Health and Human Services. Used with permission. Participation by the United States Center for Coaching Excellence does not imply endorsement by HHS/ODPHP.

About the Office of Disease Prevention and Health Promotion
The President’s Council on Sports, Fitness and Nutrition (PCSFN) is a Federal Advisory Committee run by the Office of Disease Prevention and Health Promotion (ODPHP) and plays a vital role in keeping the Nation healthy. PCSFN and ODPHP accomplish this by setting national health goals and objectives and supporting programs, services, and education activities that improve the health of all Americans. PCSFN and ODPHP are part of the Office of the Assistant Secretary for Health (OASH) within the U.S. Department of Health and Human Services. To learn more about ODPHP visit health.gov.

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