"Sports is an important part of many people's lives both as a pursuit and as a past time. It can influence people in subtle ways. Helping shape their ideas about how life works and what is acceptable behavior…Once you've seen broad based leadership in sports you understand the value in giving a cross section of people in any organization the opportunity to assume responsibility. You learn that each of us has the ability to excel and lead." Senator Bill Bradley in Values of the Game

"SPORTS AS A HOOK"
NATIONAL SPORTS-BASED YOUTH DEVELOPMENT (SBYD)
PROGRAM INITIATIVE

Sports is a uniquely powerful force in American society. It engages the time, money and attention of millions of people from all walks of life and provides experiential learning opportunities to teach youth important health and life lessons.

Along with Academics and Enrichment, Health & Fitness (H&F) is one of the three core program pillars within the ASAS national program model. We know many of our students love to play and follow sports and it is one of the main reasons they attend our programs every day. Unfortunately, the need for After-School All-Stars to provide Health & Fitness activities has never been more critical. According to the Up2Us Youth Sports coalition, 33% of kids in the US are overweight or obese by the 3rd grade, with higher numbers in low income areas. Education budget cuts have removed recess, gym class and the chance to play on free sports teams from many schools. Many low income neighborhoods provide limited access to quality facilities, coaches, equipment and healthy food options.

The U.S. Centers for Disease Control recommends every student receive at least 60 minutes of physical activity each day. For many of our students, After-School All-Stars provides the only available, consistent time and safe space for such physical activity to happen. After-School All-Stars is in a unique position to respond to the childhood obesity crisis and **to leverage student passion for sports to help them be active and achieve more in other areas of their lives.**

ASAS National is launching its first Sports-Based Youth Development initiative, titled "Sports as a Hook," which includes turn-key curriculum, training materials, research, evaluation, funding, and partner resources to help our staff promote and connect:

- Sports and Leadership Skills
- Sports and Life Skills
- Sports and Community Service
- Sports and Empowering Girls
- Sports and Strong Health and Nutrition
- Sports and Positive Coaching
- Sports and Nature

Below are brief descriptions of each section:

SPORTS AND LEADERSHIP SKILLS

Sports provide a great opportunity for students to learn and practice leadership skills. Our curriculum provides coaches with materials and drills they can use during practices and games to use "sports as a hook" to teach students Teamwork, Resilience, Discipline, Vision, and Respect.

SPORTS AND LIFE SKILLS

Sports provides educators with an entrée into student minds and the opportunity to have them learn and understand broader life lessons and skills. Our curriculum will provide staff with fun activities which will use "sports as a hook" to provide students with caring adult mentors, teach them personal finance, interview skills, preparing a resume, and public speaking.

SPORTS AND COMMUNITY SERVICE

Sports is a great way to unite the community and to have students learn to serve their communities. Adding a service requirement to all sports teams will help students think outside the box of how they can use "sports as a hook" for serving others and to add extra meaning to their motivation for playing. Our curriculum will put students in position to "Play for a Cause" by selecting a local charity to dedicate their season to. Students in a particular sport will also have the chance to refurbish local fields, gyms and parks. Other teams will be required to "Play It Forward" by coaching and refereeing elementary school students' games, and providing daycare and recreation for younger siblings so parents can attend parent-teacher conferences. Finally, all ASAS athletes will have the opportunity to work with Special Olympics athletes in their same sports.

SPORTS AND NUTRITION

Sports provides a platform and incentive for teaching students the importance of nutrition and healthy living. Our curriculum will use "sports as a hook" to provide fun activities to teach students about a healthy diet, calorie intake, the difference between healthy and unhealthy foods and how to buy, cook, and eat healthy foods.

SPORTS AND EMPOWERING GIRLS

Too often sports activities are geared towards and dominated by boys. In an effort to engage more girls in sports, we will provide fun activities geared towards girls which will use "sports as hook" to teach facts about girls, sports and health. Our program will introduce girls to other female role models and mentors in the world of sports, teach them how to become personal trainers, train for a 5K fun run, and the importance of the Title IX law, which guarantees equal opportunities in sports for girls.

SPORTS AND NATURE

Physical activity is not limited to organized traditional sports. Physical activity can take place through hiking, biking and camping in areas urban students don't often get to explore. Through our curriculum, students will set up wilderness clubs which will promote and prepare them for hiking and biking trips. In addition, we will use "sports as a hook" to help students learn about vegetables and fruits by having them plant and care for an urban garden. Finally, all students will have the opportunity to train for overnight wilderness excursions to state and national parks.

SPORTS AND PARENTAL INVOLVEMENT

Sports can be a great vehicle for connecting students with their parents. Unfortunately, too often parents are not trained to be supportive, quality coaches or cheerleaders and actually end up making the youth sports experience negative. We will work closely with the renowned Positive Coaching Alliance and use "sports as a hook" to train all our parents and volunteer coaches to be double-goal coaches – coaches who have the skills to emphasize best practices for teaching the sport and building positive character and youth development.

SPORTS AND MEASUREMENT OUTCOMES

Sports can provide a measurable way for us to calculate our impact through this program. At the start and end of the program, we will conduct pre- and post-presidential physical fitness tests and test knowledge of nutrition information and healthy behaviors, in order to measure which activities have had the most impact upon our students.

PROGRAM PARTNERS

To help us implement our national "sports as a hook" initiative, we will align and partner with nationally renowned youth sports organizations such as:

Up2Us – National coalition of sports-based youth development organizations: www.up2us.org
Playworks USA – National organization promoting positive recess games and play: www.playworksusa.org
Positive Coaching Alliance – National organization providing research and trainings for volunteer coaches, student captains and parents: www.positivecoach.org
Team Up for Youth – National organization providing research and coach trainings in SBYD: www.teamupforyouth.org
Outward Bound – www.outwardbound.org National organization which provides resources and opportunities for youth to experience the outdoors and learn leadership skills
Kaboom – www.kaboom.org National organization which helps build new playgrounds

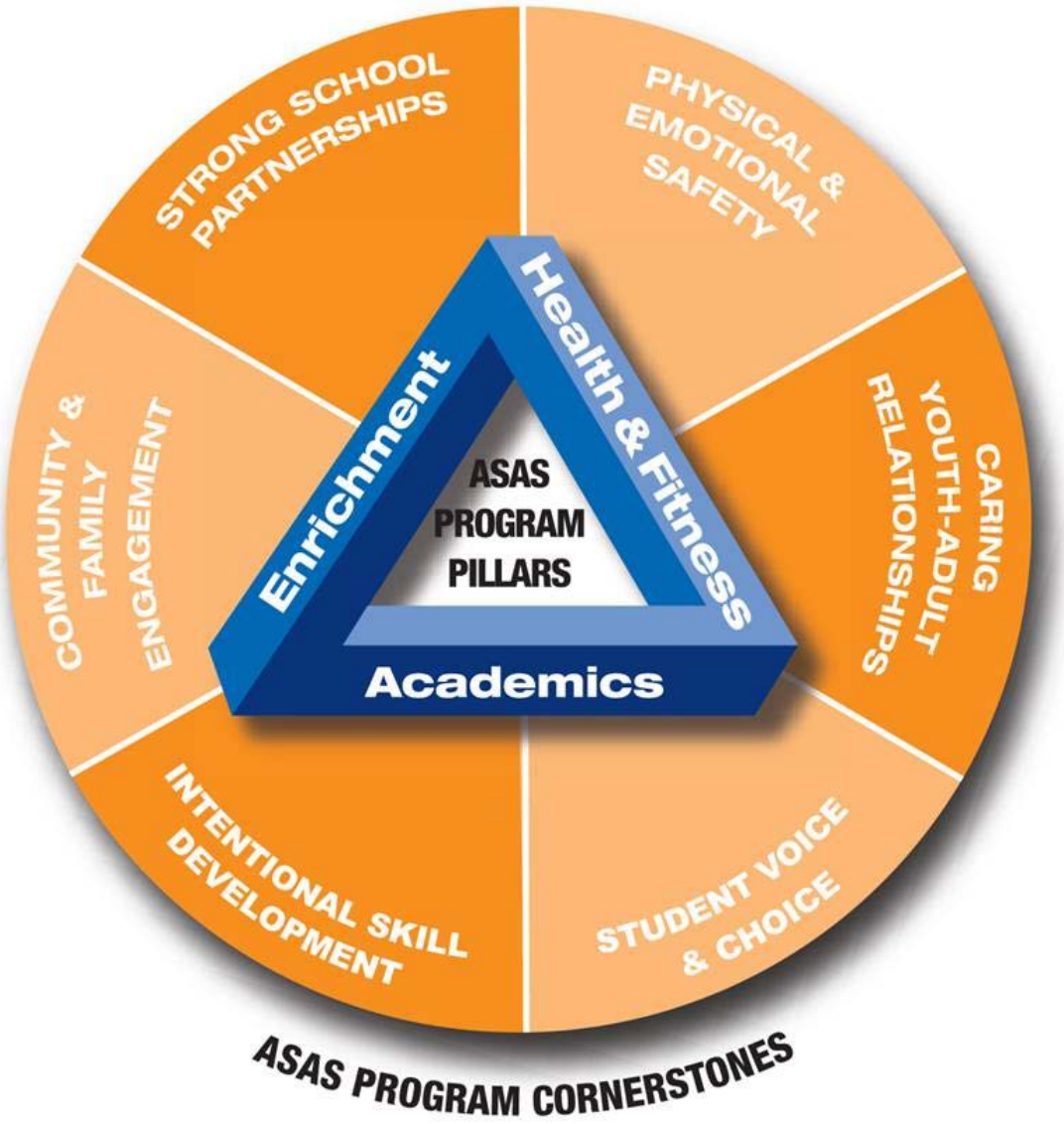
From Program Providers to Solution Providers

After-School All-Stars provides free, daily, comprehensive after-school programs that keep children safe and help them succeed in school and life.

Who ASAS Serves

- Serve 81,404 students
- 453 schools in 12 cities from NYC to Hawaii
- 451 schools are Title I
- 87% of kids qualify for Free and Reduced Lunch
- 50 / 50 gender split
- 63% Middle school students; 36% Elem
- 51% Latino, 32% Black, 10% White, 5% Asian, 2% other

The ASAS National Program Model



What we do is Great but America is asking more from us

ASAS National Initiatives

America's Childhood Obesity Crisis

- 33% of students overweight or obese by 3rd grade
- Latino and Black/African-American communities face higher risk of diabetes
- Gym and recess being cut
- Limited access to nature, safe parks, healthy food, equipment, quality coaches
- $2 billion-Amount of funding cut from after-school and sports budgets during the 2009-10 school year

ASAS Sports as a Hook

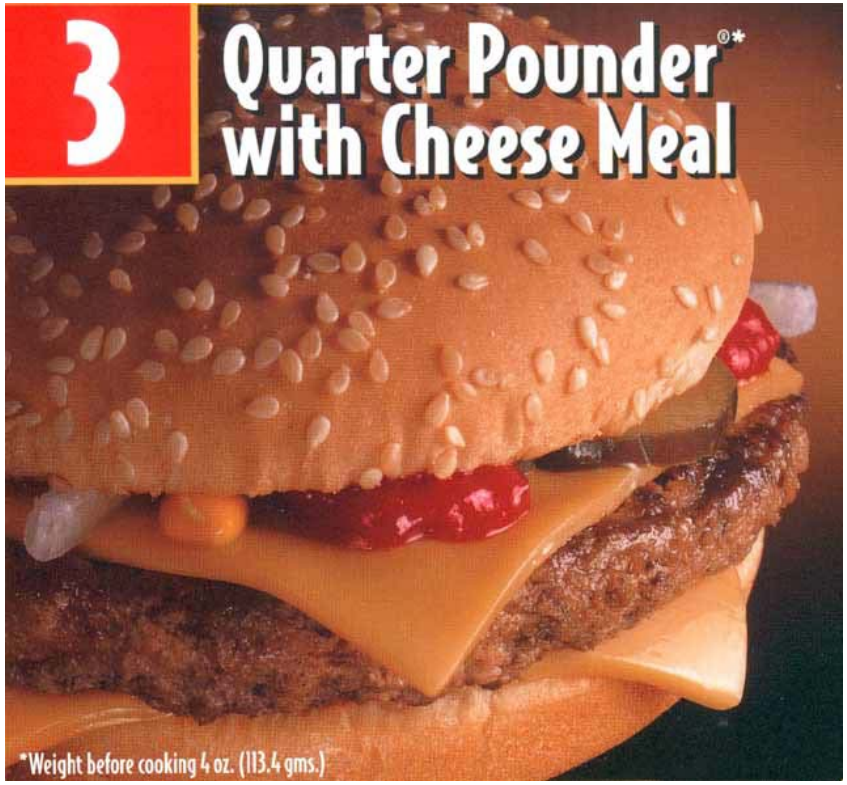
- Sports and Leadership
- Sports and Life Skills
- Sports and Service
- Nutrition and Healthy Living
- Empowering Girls
- Children and Nature

Sports and Leadership Skills

Public Speaking

Nutrition and Healthy Living

Eat This, Not That


3
Quarter Pounder®*
with Cheese Meal
*Weight before cooking 4 oz. (113.4 gms.)

Goldfish
BAKED
Pizza
Cheddar
Pepperidge Farm
Goldfish
BAKED
SNACK CRACKERS
Cheddar
ZERO GRAMS
Pretzel
Goldfish
BAKED
Pretzel

Coca-Cola
zero
real Coca-Cola taste
zero calories

Sports and Service

Examples from ASAS South Florida, Las Vegas, and Orlando

Sports and Life Skills

Personal Finance

Welcome to the

- 2010 Minimum Rookie Salary was $310,000
- Average NFL Career is 3 years
- How would you advise your client?

Why do players go broke?

Real answers according to Sports Illustrated:

- Players who haven't grown up with much like to spend money on a lot of material things they never had before.
- Misplaced Trust – trust bad advisors, friends or family who aren't qualified to give them advice or just take advantage or steal from them without them knowing
- Not used to managing their own money – as star athletes they've concentrated so much on their sport and have received so much help, they have never had to pay attention to who pays their bills or had to learn how to pay their own bills
- Divorce – when male athletes get divorced and haven't signed pre-nuptial agreements their wives get 50% of all the money they have and alimony (money to pay for spousal support).
- Wrong Expectations – players think their careers and paychecks will last longer than they do and go out and spend more money than they have. When their careers end, they end up owing a lot of money to banks and credit card companies.

Sports and Empowering Girls

Example from ASAS Orlando

Sports and Leadership Skills

Sneaker Marketing Exercise

Criteria

- Design a new sneaker
- Develop a name and a slogan
- Decide on a price point
- Define the target market
- Select an athlete to endorse it
- Describe any special features
- Create a 30 second commercial featuring your shoe

Thank you!

Please stay in touch!

www.afterschoolallstars.org