

INSIDE:
New seasons
starting soon.
Are **YOUR COACHES** ready?

NAYS YOUTH SPORTS ADVOCATE

THE OFFICIAL VOICE OF THE NATIONAL ALLIANCE FOR YOUTH SPORTS • WWW.NAYS.ORG • SUMMER 2018

Organizations worldwide earning Better Sports for Kids Quality Program Provider designation

Recreation agencies across the country and on U.S. military bases worldwide have been earning the **Better Sports for Kids Quality Program Provider** designation that was unveiled by the National Alliance for Youth Sports (NAYS) earlier this year.

This honor, like the Good Housekeeping Seal given to household products that meet high standards, recognizes organizations that have met an equally high standard when it comes to administering youth sports programming.

"The City of Mesa applied for the Quality Program Provider designation because we wanted to ensure that we were meeting the highest standards out there," said Lacy Freeman, recreation programmer for the City of Mesa Youth Sports in Arizona. "NAYS' new recognition program is a great tool for youth sports organizations and helps ensure that we are providing the best services we can for our community."



Adds Victor Meier, youth sports and fitness administrator for Hill Air Force Base Youth Programs in Utah: "When others see the Quality Program Provider seal, they can know that we are the best providers of youth sports programs and activities."

Today's youth sports climate overflows with programming, making it challenging for organizations to stand out among the crowd, and difficult for parents to gauge which ones can deliver high-quality experiences for young athletes. To help organizations and families, NAYS introduced the **Better Sports for Kids Quality Program Provider** designation.

Any organization can apply to be evaluated for the designation, and no cost is involved.

"I believe that it is important for our community to see that we truly care about the safety and well-being of their children when they register to play in our programs," said Wendy

Continued on page 4

The following organizations have earned the **Better Sports for Kids Quality Program Provider** designation:

City of Mesa Youth Sports - **Arizona**
NSA Bahrain Youth Sports Program - **Bahrain**
MCAS Miramar Youth Sports - **California**
Fort Carson Youth Sports - **Colorado**
Town of Coventry - **Connecticut**
Naval Station Guantanamo Bay CYP YSF Program - **Cuba**
RAF Mildenhall 100 FSS Youth Programs - **England**
City of Tamarac - **Florida**
Moody Youth Programs - **Georgia**
Andersen Navy Child and Youth Programs - **Guam**
City of Davenport Parks and Recreation - **Iowa**
NAS Sigonella Youth Sports - **Italy**
Misawa Youth Sports - **Japan**
City of Henderson - **Nevada**

White Sands Missile Range Child & Youth Services - **New Mexico**
MCCS Cherry Point Youth Sports - **North Carolina**
Mecklenburg County Park and Recreation - **North Carolina**
Evendale Recreation Department - **Ohio**
National Trail Parks and Rec District - **Ohio**
Tinker Youth Center - **Oklahoma**
Ellsworth Youth Programs - **South Dakota**
Collierville Parks and Recreation - **Tennessee**
City of Arlington Parks and Recreation - **Texas**
JBSA Randolph Youth Sports and Fitness - **Texas**
Hill AFB Youth Programs - **Utah**
Stafford County Parks, Rec, and Community Facilities - **Virginia**
Airway Heights Parks and Recreation - **Washington**

Interested in having your organization evaluated for the **Better Sports for Kids Quality Program Provider** designation?

Visit nays.org/quality; email nays@nays.org; or call (800) 729-2057.



HERSCHEL WALKER
Youth Sports Congress session!

See inside for details...



LIKE US ON FACEBOOK!
FOLLOW US ON
INSTAGRAM
AND TWITTER



Are YOUR coaches covered for the season?

As the summer months fly by and we head toward fall, that means new sports seasons will be starting: football, soccer and basketball among them.

So there's no better time than now to begin preparing to train your coaches to help ensure a fun and safe season for young athletes in your program and minimize the potential for problems occurring.

And we've made it easy for you.

Simply log in with your NAYS ID and password at www.nays.org and take advantage of all the tools in your Member Organization Account Area.

USING THE ONLINE TRAININGS

The NAYS Online Training is available for coaches anytime that is convenient for them.

If your organization pays for coaches to complete the NAYS Online Training, log in to your Member Account to pre-register them through the Pre-Register Coaches feature.

If your coaches are responsible for paying, be sure to give them your Organization name so they can select the correct

all the kids on their teams, everyone from the super-talented and uncoordinated to those who may be dealing with a mental health issue that challenges their ability to function at the same level as their teammates. This training is a great resource for gaining a better understanding of the best ways to work with those kids who may have an attention-deficit/hyperactivity disorder (ADHD), Tourette syndrome or depression, among others.

BULLYING PREVENTION: Bullying is a raging epidemic, affecting the health and well-being of children everywhere. There's no room for bullying in today's society, and especially not in youth sports. Do your coaches know how to spot bullying during practices and games – and do they know how to handle these situations? This training provides valuable information on preventing bullying, recognizing it when it does occur and the appropriate steps to take to respond when it does happen so that a child's season isn't ruined by the behavior of another player.

CONCUSSION AWARENESS: Young athletes love playing games, so chances are when they sustain a head injury they aren't likely to admit it for fear of being removed from the game. Coaches have a responsibility to look after the safety and well-being of all their players, and these days that means being able to recognize when a child has sustained a concussion and needs to be evaluated on the sidelines. Send your coaches to this online training, which features information on recognizing the signs and symptoms of a concussion, the keys to minimizing the risks of young athletes sustaining concussions, steps for dealing with a suspected concussion, and more. ■



CONDUCTING LIVE TRAININGS

If you're gathering your coaches for an on-site training, take inventory of your supplies and double check that you have all the materials you need for your scheduled trainings.

You can order supplies through your Member Account at www.nays.org; by emailing AccountServices@nays.org; or by calling Member Services at (800) 729-2057.

ONLINE ROSTER SUBMISSIONS

Remember, submitting rosters online is the best – and fastest – way to turn them in to NAYS headquarters. NAYS representatives are available to help prep you for your upcoming trainings.

Organization affiliation when registering since that's the only way they'll appear on your Coach List!

REMINDE COACHES OF THE FREE TRAININGS

One of the many great benefits of becoming a NAYS Member Coach is the access to all of the incredible free online trainings that are available that can be accessed at any time.

Check out some of these:
COACHING CHILDREN WITH MENTAL HEALTH CHALLENGES: Volunteer coaches have a responsibility to meet the needs of



Join us for the 17th annual NAYS Youth Sports Congress

Outstanding sessions, fabulous speakers and great networking opportunities on tap Nov. 7-10 in New Orleans

A fantastic line-up of sessions is once again on tap for this year's Youth Sports Congress, the signature event of the National Alliance for Youth Sports. Former NFL star Herschel Walker will headline a panel entitled "Youth Sports in America: A National Treasure." He will be joined by Holli Richmond, the Executive Director of the President's Council On Sport, Fitness, And Nutrition; and Clay Walker, Executive Director of the Fitness Foundation.

The 17th annual Congress will take place Nov. 7-10 in New Orleans.

This year's Congress kicks off with a motivational keynote by Judson Laipply titled Don't Change – Evolve. Laipply has appeared on The Today Show, Ellen, Good Morning America and Oprah, among others. His dynamic session will help attendees understand the difference between managing change and leading evolution, as well as gain a new perspective



Youth Sports Congress

Youth Sports Administrators, simultaneously scheduled so participants can attend both the Congress and Academy during their time in New Orleans.

CYSA candidates participate in the Academy, which provides a foundation of essential information, as well as resources and wonderful networking opportunities. After the event, CYSA candidates will be provided access to the Online Academy to complete the certification process.

Attendees also have access to two outstanding Athletic Business keynote addresses, the Expo and welcome reception. The first keynote will be presented by Randy Hetrick, who will share the 10 most important leadership lessons he learned as a Navy SEAL; and Ryan Holiday – a well-known columnist, author and motivational speaker – will share how to overcome frustrations and turn adversity into advantage during his keynote.

The Expo features more than 250 exhibitors, where you'll meet product experts displaying every component for any of your needs. NAYS sponsors have their own pavilion where you can meet great supporters of NAYS programs.

The always fun Athletic Business welcome reception will feature live music and great food, and is the perfect place to connect with AB Show conference attendees, exhibitors and speakers, as well as those attending the Youth Sports Congress.

Reserve your spot now to be a part of this incredible event! Questions? Email yscongress@nays.org or visit NAYS.ORG. ■



toward struggling and appreciate the role it plays in growing and evolving.

Other sessions that will be presented by leading experts include: Effective Efficiency: Increase your efficiency without lowering your effectiveness; Inclusion: It's the right thing in youth sports; Pack your programs with people: How to draw more volunteers and participants; Recommendations for Communities: Update 2018; and Focus on QUALITY: A roundtable on youth sports.

This incredible training enables Certified Youth Sports Administrators to maintain their prestigious CYSA credential by earning continuing education; while others can take advantage to complete the Academy for Youth Sports Administrators to earn their CYSA designation.

Also included in the General Registration fee for those attendees who have yet to earn their CYSA credential is an opportunity to participate in the special Onsite Academy for

CYSA candidates participate in the Academy, which provides a foundation of essential information, as well as resources and wonderful networking opportunities.

Continued from Page 1

Rubin, director of parks and recreation for the Town of Coventry in Connecticut. “This designation reinforces our efforts and it is exciting and an honor to be affiliated with a national program that does such great things for kids.”

“This designation means that we are trying to move our programs in the right direction to provide the best possible experience for our participants,” adds Brad Heacox, athletic coordinator at Collierville (Tenn.) Parks and Recreation. “We want to provide youth sports programs where others can take some of the things we do to help make certain aspects of their programs better, and vice-versa.”

To earn the **Better Sports for Kids Quality Program Provider** designation a youth sports program must fulfill all the components associated with these five key requirements: Written Policies and Procedures; Volunteer Screening; Coach Training; Parent Education; and Accountability.

“The designation is a great achievement because it highlights the understanding and quality of our youth sports program,” said Ronnie Sanchez, youth sports and fitness coordinator at Andersen Navy Child and Youth Programs in Guam.

David Guthrie, the youth sports director at MCCS Cherry Point Youth Sports in North Carolina, is equally thrilled to have his program recognized with this distinction.

“NAYS has the reputation as being the premier organization for the training of youth sports professionals, volunteers and parents, as well as being a major provider of youth sports related resources,” Guthrie said. “Consequently, for us to be recognized a Better Sports for Kids Quality Program Provider by an organization such as NAYS gives us instant credibility for new families transferring to Cherry Point. It tells them that NAYS has given us their stamp of approval and that we are a program that they can feel good about having their kids involved in.”

Adds Amanda Randerson, youth sports and recreation supervisor for the City of Davenport Parks and Recreation in Iowa: “By earning the Better Sports for Kids Quality Program Provider Designation, Davenport Parks and Recreation Youth Sports will be recognized as a provider of top-quality youth programs that are supportive, safe and fun for our participants, families and volunteers.” ■

»»» WANTED: Tell us what YOU are doing in your community

Would you like the outstanding work you, your staff or someone in your community is doing to be featured on NAYS.ORG?

We want to hear from you to be able to share your efforts with others. Send your story ideas to Greg Bach at gbach@nays.org