
YOUTH SPORTS AND LIFE SKILLS TRAINING

INNOVATION AMBASSADORS

DECEMBER 12, 2018



PROBLEM STATEMENT



Leisure Services –Creating a youth sports model and life lessons program

To design and develop methods for improving the training coaches receive when working with ACC Leisure Services programs. This will include creating a model for how playing these games (soccer, football, baseball, etc.) and the game skills translate into life-skill lessons.



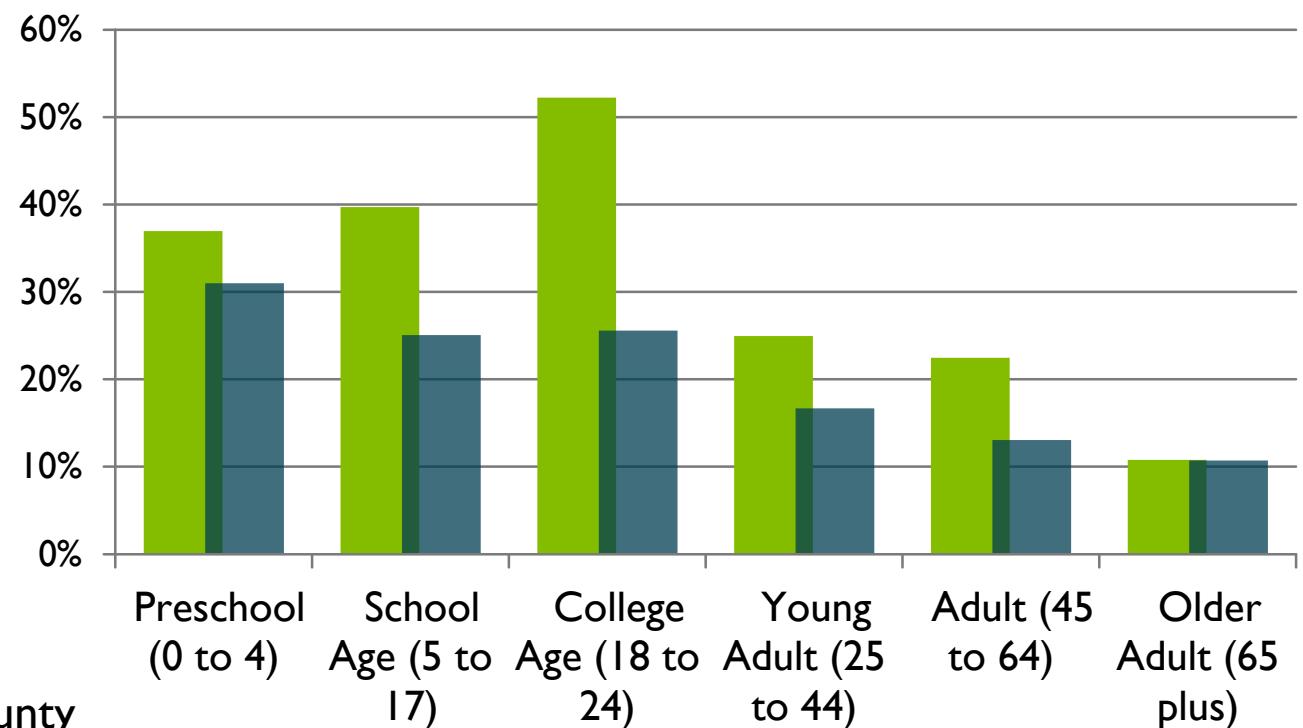
WHAT IS THE COMMUNITY NEED?

Child Poverty in Athens-Clarke County

- In Athens-Clarke County, 40% of school age children (ages 5-17) live in poverty. Children who experience poverty are more likely to:
 - Experience behavioral and mental health issues
 - Experience more physical health issues, including obesity
 - Experience poverty as adults
 - Drop out of high school
 - Experience teen pregnancy
 - Experience unstable employment as adults

█ Athens-Clarke County
█ Georgia

POVERTY BY AGE COHORT (2015)



COMMUNITY PRIORITIES

Envision Athens Priority Actions

- **Safety:** Further expand youth development programs for public safety using data from the Youth Development Task Force.
- **Social Services:** Develop and expand youth development programming that is accessible and provide adequate and affordable child care.

Youth Development Task Force

- Recommendation: Connect youth to caring adults and activities

“A Recommended Approach for Creating a Diversity, Equity, and Inclusion Plan for ACC”

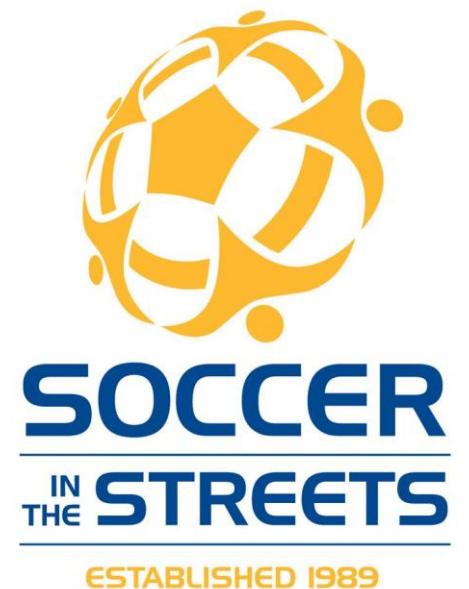
- “All groups seemed to gravitate around two main themes: the need for both economic inclusion and *to bolster the future success of today’s youth.*”

“SOCCER IN THE STREETS” MODEL

Soccer, mentoring, and career readiness

Positive-Choice Soccer uses soccer as a medium for educating kids to create a more positive life for themselves by matching important life skills with accompanying soccer skills. Specific character traits are emphasized throughout the program to prepare the kids for success on and off the field. The idea for **Positive-Choice** came from the discussion about what is lacking in youth development programs. Kids are given so many “DON’T” messages, like “Don’t Do Drugs”, “Don’t Smoke”, “Don’t Join Gangs”, and so on. This program is based on giving kids “DO” messages. **“Do get an education”, “Do find role models and mentors”, “Do participate in healthy outlets, like sports”, and the list goes on.**

The program focuses on elementary school aged children and serves as a foundation for our programming going forward. The selected character traits we emphasize through **Positive-Choice** serve as the five pillars of our programming: **Respect. Teamwork. Perseverance. Tolerance. Sportsmanship.**



ACC KICKBALL

- What: Kickball, Lunch, Mentorship
- Where: Rocksprings Community Center
- When: One Saturday per month



POTENTIAL PARTNERS

- ACC Police Department
- Clarke County Mentor Program
- University of Georgia
- ACC Employees

