



NATIONAL
**YOUTH
SPORTS
WEEK**

OCTOBER 24-29, 2022

A PLANNING GUIDE FOR YOUR NATIONAL YOUTH SPORTS WEEK EVENTS
Sponsored by NATIONAL COUNCIL OF YOUTH SPORTS





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WHY IS

NATIONAL YOUTH SPORTS WEEK IMPORTANT?

Legendary psychologist Jean Piaget once said, "Play is often talked about as if it were a relief from serious learning. But for children, play is serious learning." This conclusion is supported by research indicating that youth sports experiences yield many life-long benefits and can play an important role in the development of a young person's life. National Youth Sports Week (NYSW) is an unprecedented initiative to:

- **Mobilize our country** in collective impact
- **Engage more young** people physically
- **Communicate youth sports benefits** and how it helps to create a healthier society

Research shows that youth sports experiences yield many life-long benefits and can play an important role in the development of a young person. Youth who participate in sports are more physically active than their peers; have improved mental health outcomes; develop increased responsibility, self-control, teamwork, social responsibility, goal setting and leadership skills; and are more likely to graduate from high school and college.

Sports is the proven hook that creates opportunities for youth to connect with supportive coaches. While these programs occur in out-of-school time settings, they serve as bookends to in-school learning. Sports create an environment where young people are eager to participate and unknowingly learn significant lessons and skills while having fun. The opportunity equation is clear. In school learning+out-of-school sports = healthier youth, transformational leaders and globally-minded graduates.

The purpose of this guide is to encourage you and your organization to join the celebration through a local event that will highlight the positive power of youth sports in your community. The guide includes ideas to make the planning and implementation of your National Youth Sports Week events simple and fun!



WHAT

CAN YOU DO?

The intention of NYSW is also to bring awareness to issues in youth sports, drive the engagement of stakeholders and deliver a specific call to action each day. Do you want to participate in NYSW but are not sure what to do? Participation is as simple as 1-2-3. You can do any or all of the below including:

1

Amplify the week through your network and social channels. We will provide you with the toolkit and assets.

2

Use resources provided for each day. Take advantage of training, informational articles, participation guidelines, etc. that are available on the NYSW web pages.

3

Engage in the activation for any or all the days. Engagement opportunities are outlined in this document.

Each day families, organizations, and teams can celebrate a different aspect of youth sports by **Learning, Doing,** and **Celebrating** an online or in-person activity. The following is the schedule for the week.



MONDAY PREP RAY DAY

What You Should Know

Remember the excitement of a pep rally before the homecoming game in high school? Stage a pep rally to come together to kick off our week. Feel free to share the activities of the week. You'll find the details on the [NYSW webpage](#).

LEARN

Families: Learn about the [Children's Bill of Rights](#) and what you should expect out of your child's youth sports program.

Clubs & Teams: Learn about [Children's Bill of Rights](#). Commit to making this a cornerstone of your club's philosophy.

DO

Families: [Download](#) a one-page summary of the 8 Rights. Ask your team if it supports the Children's Bill of Rights in Sports. Sign the petition [here](#).

Clubs & Teams: [Download](#) an editable template of the 8 Rights and implement in your program. [Join](#) the movement.

CELEBRATE

Families: Parents, think back to your childhood and remember how sports impacted your life. Share some of the lessons you learned and experiences you had or share a photo of your favorite youth athlete on social with the hashtag [#nationalyouthsportsweek](#) and tagging [@youthsportsNCYS](#) on Twitter and [@NCYS](#) on Facebook.

Organizations & Teams: Encourage parents and athletes to share a photo of their favorite youth athlete and share it on social with the hashtag [#nationalyouthsportsweek](#) and tag your club or team.

BIG IDEA

Looking ahead to 2023, get your local elected official to sign a proclamation announcing that this week is National Youth Sports Week. You can use the template on page 11 as a starter.



TUESDAY COACHES DAY

Supported by Positive Coaching Alliance



What You Should Know

An estimated 6.5 million sports coaches provide instruction to youth. Less than 5% have received relevant training, according to the National Council for Accreditation of Coaching Education. Meaningful relationships between coach and athlete are foundational for youth to receive the outcomes associated with sports. A coach provides a caring environment, acceptance and proper guidance. Positive Coaching Alliance will provide a free coaching seminar as well as access to select courses in their coaching curriculum. Let's help make every coaching experience a positive one!

LEARN

Families: Learn how to "Develop Winners in Life Through Sports" with the Positive Coaching Alliance's 60-minute online training course.

Organizations & Teams: Learn how to conduct a coach evaluation and download these sample coaching evaluation forms. They are a great start to help build an end-of-season evaluation for your coaching staff.

DO

Families: If you've ever thought about being a volunteer coach, now is the time to sign up. Already coaching young people? These tips are still for you—Download PCA's list of top [10 coaching tips](#).

Clubs & Teams: Your coaches receive free access to PCA's Coaching for Winning & Life Lessons course through SportsEngine. Send them an email with [this link](#) to access the course.



CELEBRATE

Families: Thank your coaches today! [Nominate](#) them for the PCA Double-Goal Coach® award and share their nomination on social media with the hashtags [#nationalyouthsportsweek](#) [#thankyoucoach](#) and tag [@positivecoachus](#) and [@youthsportsNCYS](#) on Twitter and [@NCYS](#) on Facebook.

Clubs & Teams: The year-end party is a great place to celebrate your exemplary coaches. Here are [some tips](#) for planning that year-end team party.

BIG IDEA

Join us in helping the Susan Crown Exchange train one million coaches in youth development techniques by 2025. As an anchor partner of Million Coaches Challenge, PCA will train over 400,000 youth sports coaches to incorporate Social & Emotional Learning and Positive Youth Development into their coaching practices. Will those be the coaches in your organization?

WEDNESDAY HEALTH AND WELLNESS DAY

Supported by TrueSport



TrueSport®

What You Should Know

The World Health Organization defines health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. The health of all people is fundamental. The healthy development of children is a foundational right. Youth sports are a platform for lifelong health. Regular activity helps prevent disease and improves mental health, well-being and quality of life. Yet, much of the nation is becoming sedentary. Youth development outcomes are not possible if young people do not participate in physically and emotionally safe environments.

LEARN

Families: Download this [checklist](#) of food to avoid when you are asked to bring treats

Organizations & Teams: Share these [articles](#) focusing on athlete health with your membership.

DO

Families: [Sign up](#) for the TrueSport Talks Mental Health Conference taking place on November 15-16, and encourage your coaches, parents, and athletes to register.

Clubs & Teams: Provide each team with a [checklist](#) of mental health best practices (mindfulness, etc.) that can be included in their warmup routine.



THURSDAY SAFETY DAY

Supported by National Center for Safety Initiatives



What You Should Know

Every child deserves to play in a safe and welcoming environment. Identifying the right staff and volunteers to work with youth athletes is one of the most important business decisions youth organizations will make. The relationship between caring adults and youth athletes is foundational to ensuring young people receive the youth development outcomes we all seek. Engaging in safe practices ensures that young athletes can focus on building skills and having fun. One in 10 children is abused before their 18th birthday. Half of the 3.5M youth injured are preventable. Half of children and adolescents do not get an annual physical.

DO

Families: Attend a [live webinar](#) at 2 pm EST (1 pm CST and noon PST) and learn how safety impacts you and how you can actively participate in helping to protect youth athletes.

Clubs & Teams: Attend the [live webinar](#) at 2 pm EST (1 pm CST and noon PST) and learn how safety impacts your coaches and volunteers and how you can make an impact.

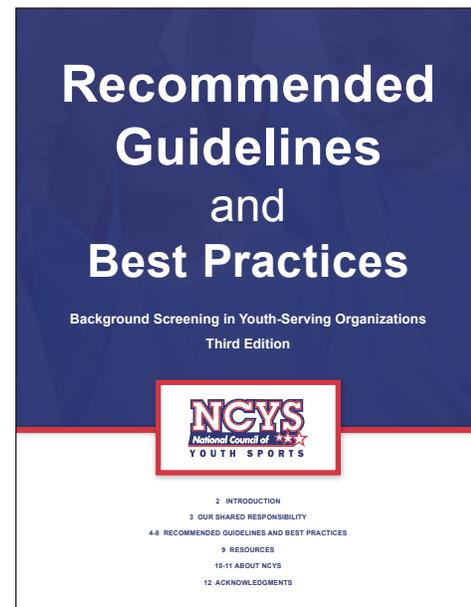
CELEBRATE

Families: Share your favorite learnings from the webinar on social media with the hashtags [#nationalyouthsportsweek](#) [#safesport](#)

Organizations & Teams: Share one of your most effective safety practice or one you just learned in our webinar and post on social media with the hashtags [#nationalyouthsportsweek](#) [#safesport](#)

BIG IDEA

Audit your safety program. Ensure that you are following the US Center for Safe Sports Minor Athlete Protection [Policies](#) (MAPP) and NCYS & United State Olympic Committee [Background Screening Guidelines](#).



FRIDAY SPIRIT DAY

Supported by SportsEngine



What You Should Know

Did you know that Jersey, in the Channel Islands, was famous for knitting in the 19th century? As a matter of fact, the term “jersey” originated there as natives had a long tradition of knitting and creating the earliest sports clothing. Today, jerseys and spirit wear are a symbol of team pride. Jerseys create team unity, provide a sense of belonging, create equality and display support.

Research shows that those donning a jersey are likely to be more successful than their peers. Spirit Day is a chance to celebrate team spirit and invite athletes, coaches and parents to wear their team jerseys/spirit wear with pride for their teams.

Hosting a Jersey/Spirit Wear day is a surefire way to ignite team spirit about sports. Invite your organization, teams, coaches and parents to wear their favorite jersey. Join thousands rallying their support.

LEARN

Families: [Learn](#) about the Stanley Cup, America’s oldest sports trophy. Narrated by Peter Puck, the NHL mascot who introduced a generation to the sport.

Organizations & Teams: [Learn](#) how creating a seasonal spirit wear store not only helps create team spirit all year long, but they can also add to your bottom line.

DO

Families: Learn your local university’s ‘fight song’ and record your own version. Share it on social with the hashtags [#nationalyouthsportsweek](#) [#spiritday](#) and tag [@nbcspportsengine](#) [@youthsportsNCYS](#) on Twitter and [@NCYS](#) on Facebook for a chance to win your family a set of matching jerseys to cheer on the home team.

Clubs & Teams: Share on social with the hashtags [#spiritday](#) [#nationalyouthsportsweek](#) and tag [@nbcspportsengine](#) and [@youthsportsNCYS](#) the team in your league that has the most spirit—win or lose. We’ll enter them for a chance to win enough DQ Ice Cream Cake for the entire team at their next team celebration.

CELEBRATE

Families: Share on social your best ‘spirit’ moment! [#nationalyouthsportsweek](#) [#spiritday](#) and tag [@nbcspportsengine](#) [@youthsportsNCYS](#) on Twitter and [@NCYS](#) on Facebook.

Clubs & Teams: Snap photos of your team showing team spirit and share with the hashtags [#nationalyouthsportsweek](#) [#spiritday](#) and tag [@nbcspportsengine](#) and [@youthsportsNCYS](#) on Twitter and [@NCYS](#) on Facebook for a chance to win a custom-designed version of your logo for a seasonal store.

SATURDAY PLAY DAY

What You Should Know

This is what it's all about! Youth sports are the backbone of communities, providing gathering opportunities to support and cheer young athletes and creating a sense of belonging. Play, which is the work of young people, will occur throughout most corners of the country in urban, suburban, and rural areas and on Native Lands. Today celebrates youth sports and the spirit of play...through youth sports!



LEARN

Families: Tune into a special short with Simon & Marie from the SportsEngine *For the Love of Sport* podcast. They will share a two-minute overview of their new favorite sport – pickleball.

Organizations & Teams: Provide tips and tricks for learning new skills in your sport and share them with your members.

DO

Families: Search SportsEngine.com to find local camps, clinics, or a new sport to try out in your area. Don't wait! Sign up today!

Organizations & Teams: Share with your athletes a camp or clinic in your area that they can attend—or if it's off-season, send out a message recommending a complimentary sport for them to keep their skills sharp.

CELEBRATE

Families: Get outside with your child or teen and play catch, go to the park or go for a bike ride. Share photos with them celebrating 'play' on social media with the hashtags [#nationallyouthsportsweek](https://twitter.com/nbcysportsengine) [#playday](https://twitter.com/nbcysportsengine) and tag [@nbcysportsengine](https://twitter.com/nbcysportsengine) [@youthsportsNCYS](https://twitter.com/nbcysportsengine) on Twitter and [@NCYS](https://facebook.com/nbcysportsengine) on Facebook.

Clubs & Teams: Does your organization participate in a sport sampling day like Try Hockey for Free? Post photos from your last sport sampling day online and links to this year's registration.

BIG IDEA

Encourage and incorporate into your league the idea of sport sampling and why no child should participate in a single sport for more than eight months of a year.

ABOUT

NATIONAL COUNCIL OF YOUTH SPORTS (NCYS)

NCYS develops, curates and promotes credible, evidenced-based, state-of-the-art training, tools, resources, research, and shared learning to increase access to youth sports participation, promote best practices for safety, unify youth sports organizations, educate coaches, administrators

and parents, and advance the positive power and benefits of youth sports. We envision a nation where all young people can play sports creating healthier youth, developing transformational leaders and globally-minded graduates.

HISTORY OF

NATIONAL YOUTH SPORTS WEEK

National Council on Youth Sports (NCYS) presented National Youth Sports Day beginning in 2013. NCYS and the Congressional Youth Sports Caucus have historically hosted a physical activity Expo in the Rayburn House of Representatives Office Building on Capitol Hill in Washington, D.C. in July to recognize NYSD. During these events, NCYS members hosted physical activity stations where members of Congress and their staff had the opportunity to engage in sports activities and learn about issues in youth sports directly from grassroots organizations.

The Department of Health and Human Services added it to its National Health Observances calendar. Many groups across the country joined in. A Congressional Briefing was held in 2019 designed to introduce elected officials to NCYS' Policy Platform and to elicit support. In 2020, NCYS hosted a Hill Day during which NCYS and its member organizations met with 26 Congressional Member

offices. The purpose was to advocate for Congress to assist youth sports organizations through the creation of an economic stabilization fund of \$8.5B for youth sports providers that solved gaps with the CARES Act. NCYS requested Congressional Members to support the COVID-19 Youth Sports and Working Families Act introduced by then-Rep. Max Rose.

National Youth Sports Week is an evolution of our history. Whereas most of the previous engagements occurred on Capitol Hill, National Youth Sports Week provides a platform for organizations across the nation to showcase the important youth development work they are doing through sports. We're pleased this year to provide the resources to help tell your story.

SAMPLE PROCLAMATION

NATIONAL YOUTH SPORTS WEEK

WHEREAS, the National Council of Youth Sports (NCYS) unites its members, youth sports organizations, the young people they serve, the public at large and other key stakeholders to celebrate National Youth Sports Week across the country; and

WHEREAS, this annual event will promote the importance and benefits of youth sports; and

WHEREAS, youth sports are a means to promote and achieve the nation's health and well-being goals by creating physically fit youth, increasing social and emotional resilience, improving academic performance and developing transformational leaders; and

WHEREAS, now more than ever, young people need the power of active play to reap the many benefits of youth sports; and

WHEREAS, all youth deserve the right to play and participate in sports in a diverse, equitable, inclusive, supportive and safe environment led by trained coaches; and

WHEREAS, the [**Name of Your Organization**] is joining the celebration of National Youth Sports Week with NCYS and its member organizations, which reach some 60 million young people registered into organized youth sports programs through their services and community involvement;

NOW, THEREFORE, on behalf of the (**Government Entity Name**), I, (**Name and Title of the Government Official**), do hereby proclaim October 24-29, 2022, as:

NATIONAL YOUTH SPORTS WEEK

In (**Name of City or Town and State**) and urge all citizens to join with us in recognizing and commending the (**Name of Your Organization**) and all National Council of Youth Sports organizations in our area for providing their everyday contributions and commitment to improving the lives of the children and young adults in our communities.

PROCLAIMED this (**Day of the Month**) day of (**Month, Year**).





Hereby Recognizes

[Name of Your Organization]

for participation in the 2022 National Youth Sports Week
promoting the importance and benefits of youth sports and
supporting the principle that every young person has the right to participate
in sports in a diverse, equitable, inclusive, supportive and safe environment.



Wayne B. Moss, Executive Director, NCYS

Date

