

WORKING GROUPS: COMMUNITY ENGAGEMENT

CHALLENGE; TO BUILD AWARENESS OF THE PREVENTABLE NATURE OF YOUTH SPORTS INJURIES; AND TO NURTURE THE ROLE OF PARENTS IN PREVENTION AND CARE THROUGH SOCIAL MEDIA; AND MAKE EVERY MUNICIPALITY A “SAFE CITY.”

The Coach Safely Course is available to every sports organization in the state, according to Section 2 (1.) of the Coach Safely Act, “that administers or conducts high-risk youth athletics activities on property owned, leased, managed or maintained by the state, an agent of the state, or a political subdivision of the state”.

Coach Safely will work with each of the approximately 400 municipalities in the State of Alabama to deliver the course (delivery options and recommendations on page 11). All delivery options are available on www.coachsafely.org.

We will engage communities through an active online presence as well as coordinated community events. The goal is to raise awareness about youth sports injury prevention through the Coach Safely Act and to gain support from parents and coaches. Community support will be driven through state and nationwide partners of the Youth Sports Injury Prevention Initiative (YSIPI).

A primary source of information for engaging parents and coaches is our collaboration with the STOP program of the American Orthopedic Society of Sports Medicine. The information is based on a comprehensive list of topics, and is readily available to access and distribute online. Topics are specific to the reader (parent/coach) and segmented by each sport and injury. There are also resources for promotional events. The website is www.stopsportsinjuries.org.

Partners of Coach Safely will share and promote our message across their social media networks to spread awareness about our mission: to help educate parents and coaches about the preventable nature of youth sports injuries. Sponsorship and co-marketing opportunities will be available to interested community stakeholders for use of the Coach Safely trademark on signs, apparel and advertising. Every cooperative effort will help ensure that our organization’s commitment to creating a safer environment for youth sports is realized.

Strategic partnerships with sports medicine specialists and pediatric experts are mutually beneficial. Coach Safely is able to access more resources and reach a wider audience, while sports medicine and pediatric providers are able to connect with recreational community athletes.

There are plans for statewide public service campaigns to heighten public knowledge of the Coach Safely Act and increase trust in athletics personnel and volunteer coaches. Parents of child athletes ages 14 and under will have first-hand access to the training course, a registry of course completion, and best practices in organizing, training and protecting children.

Coach Safely will continually strive to bring cutting-edge best practices and up-to-date information in sports injury prevention to its constituency of communities.

COMMUNITY LEADERS



Jennifer Smith
City of Jasper Councilwoman