

2012 Safe Kids Youth Sports Safety Clinic Program Request for Proposal

Background

Safe Kids USA enters its third year of a national youth sports safety program, aimed at educating and building skills among parents, coaches and youth athletes to reduce preventable injuries on the playing field. An estimated 3.5 million injuries occur in youth sports every year in the United States, ranging from mild strains and sprains to the more severe and debilitating injuries such as concussions.

The 2012 Sports Safety Program will build on the successful launch of the Youth Sports Injury Prevention public awareness campaign and program, which Safe Kids USA and founding sponsor Johnson & Johnson initiated in 2010. Thanks to Johnson & Johnson and their programmatic support, we invite you to join us as we continue the Safe Kids USA Youth Sports Safety Program.

Goal

The ultimate goal of the **Safe Kids Youth Sports Safety Program** is to provide youth coaches, parents and athletes with practical information and skills that will lower the risk of sports injuries, emergencies, and illnesses that occur each year in America's youth athletes. The program's focus includes the most relevant issues in organized sports today including overuse injuries, dehydration, heat stroke, concussion and emergencies caused by pre-existing medical conditions.

This year, thanks to our founding sponsor, Johnson & Johnson, 50 Safe Kids coalitions or chapters will be provided with grants worth \$1,500 each to educate and provide youth coaches, parents and others with valuable information and resources on how to keep youth safe as they become more physically active and engaged in organized sports. Please note that Johnson & Johnson is also providing a second sports grant opportunity, a Sports Safety Games grant (separate RFP); coalitions and chapters are eligible, and encouraged, to apply for both.

Objectives

The objectives are to increase parents' and coaches' knowledge and use of:

- 1) concussion prevention and screening methods
- 2) pre-participation exams
- 3) proper hydration
- 4) acute and overuse injury prevention techniques, and
- 5) sports safety equipment.

As part of this initiative, participating Safe Kids coalitions and chapters will work together with the certified athletic trainers (ATCs) to plan and implement **at least two** sports injury prevention clinics in their community. As with all initiatives, sustainability after the grant cycle is integral to a long-term program development

as well as partnerships between the coalition, athletic trainers and other valuable stakeholders.

Target Audience

The sporting community is made up of youth athletes, parents, coaches, league organizers, athletic trainers and medical professionals. While the ultimate beneficiary is the young athlete, Safe Kids believes coaches and parents play a powerful role in the youth's sporting experience. This initiative, therefore, will mainly focus on parents and coaches (both volunteer and non-volunteer in nature) by educating and equipping them with the necessary knowledge and tools to reduce their athletes' risk of injury and illness. Other audiences that play a key role are school superintendents, athletic supervisors, teachers, nurses and youth league administrators and game officials.

Sports safety clinics must include one or more topics below:

1. Sports injury prevention (acute and/or overuse injuries)
2. Annual pre-season medical screening (or Pre-Participation Exam—PPE)
3. Proper hydration before, during and after games and practices
4. Concussion prevention, recognition and response
5. Proper use of appropriate sports safety equipment

Grant Requirements: All items requiring submission (grant agreement, Clinic Forms, sports story/family referral and outcome-related copies) should be sent to Lindsay Hansen at lhansen@safekids.org

1. Must be a Safe Kids coalition or chapter and must be in good standing. *
2. Must sign a grant agreement between the coalition and Safe Kids USA.
3. Submit a Clinic Form (will be provided) with confirmed dates and locations of sports clinics **at least two weeks** prior to the event/s.
4. Partner with at least one athletic trainer for each clinic event to plan and conduct at least two sports safety clinics to include the target audiences and sports safety themes outlined above. **
5. Use Safe Kids USA/Johnson & Johnson-branded materials within your sports safety clinics is required, as well as inclusion of a Safe Kids logo (can be Safe Kids Worldwide or your Safe Kids coalition logo) on any non-Safe Kids sports materials that are distributed during the clinic event. ***
6. Complete a final evaluation of grant-supported activities including objectives met, processes, and outcomes.

7. Submit copies of outcome-related materials such as event photos, press releases, news articles, video clips, etc. **A minimum submission of two items is required.**

* Chapters are eligible to apply for funding; however priority will be given to coalitions in good standing. A letter of support from the chapter's state coalition must accompany the application.

**To find ATCs in your area, contact the president of your state's athletic trainers' association at <http://www.nata.org/districts/index.html> or call Judy Pulice at 972.532.8803 (NATA State Government Affairs and Leadership).

***A Safe Kids Sports Toolkit will be provided with a full set of branded materials (to make printable copies for your clinic needs) and will also be available online. Materials will include a Coordinator's Clinic Guide, handouts, PowerPoint presentation, and other valuable items to use during the sports safety clinics.

Special Consideration/Optional Grant Activities:

- Submit **at least one** referral of a local sports family, parent, and/or youth athlete (under 14 years of age) with a story related to sports injury prevention (send to Lindsay Hansen at lhansen@safekids.org no later than Monday, April 2nd).
- Hold a sports safety clinic during Safe Kids Week: April 21st – 28th, 2012. While this is not mandatory, Safe Kids encourages you to either conduct a sports clinic or another sports safety-related event in your community during the Safe Kids Week timeframe.
- Partner with sports medicine professionals to play a role (as deemed appropriate) in the sports injury prevention clinics.*
- Conduct other sports safety activities outside of the sports safety clinics.
- Identify additional partners (existing or new) and resources in order to make the initiative a sustainable sports safety outreach program in your community.
- Advertise the Safe Kids Safe Sports initiative through traditional and social media outlets (newspaper, fliers, website, press release, Facebook, etc.)
- Conduct advocacy activities to reach your state or local legislators regarding sports safety (e.g. concussion bills).

*Safe Kids has partnered with the American Orthopaedic Society for Sports Medicine (AOSSM) and the American Medical Society for Sports Medicine (AMSSM). Both groups have members that may be local to your area and willing to help conduct the sports safety clinics.

AOSSM: www.sportsmed.org/apps/findadoc/finddoctor.aspx

AMSSM: www.amssm.org/Find-a-Doc.html

Project Timeline

- Proposals are due by Friday, February 3rd, 2012.
- Grant recipients will be notified by Friday, February 10th, 2012.
- Grant program implementation dates are March 1st – August 31st, 2012.
- Final evaluations are due by Friday, August 31st, 2012.

Proposal Guidelines and Application Process:

Complete your coalition's grant application by answering the questions below. Please submit it to Lindsay Hansen at lhansen@safekids.org. ***Proposals should be no more than four pages in length and must be sent no later than Friday, February 3rd, 2012.***

I. Safe Kids Coalition Information

- a. Coalition or chapter name, coordinator name, project coordinator name (if different) and contact information (mailing address, phone number and e-mail address).
- b. Brief description of your coalition's sports safety outreach efforts in the past.
- c. Please include whether your coalition currently works with ATCs or has done so in the past.

II. Outline of Sports Safety Clinic Plans

- d. Provide a brief description as to why a youth sports safety intervention would benefit your local area (including a geographically and/or demographically diverse area) along with a few goals you would like your team to achieve in 2012 as it relates to youth sports safety.
- e. How will you find athletic trainers with whom to partner? Or, if you are already affiliated with a group, please explain (ex: through the NATA, high school or university sports program, lead agency/hospital).
- f. What venues do you plan to use for the sports safety clinics and any other events you may plan? What type of sports will you highlight? What audience(s) do you plan to reach? Please include details such as the sports age groups type of sport, and any other relevant demographic information you deem important.
- g. If applicable, please include desired speakers/presenters (doctors, athletes, officials, etc.) you'd like to have as part of the initiative (both the clinics and any additional activities).
- h. If applicable, please include any additional activities (a part from the sports safety clinics) you plan on performing (e.g. presentations/meetings with officials, proposing policy changes, distribution of educational materials at fairs, ask the expert booths at sporting events, etc.).

III. Estimated Budget and Timeline

- i. Outline an estimated project budget, including only major expenses such as printing costs for materials, venue fees, etc.
- j. Include a rough timeline for your proposed sports safety clinics.
- k. Include any plans for sustaining this program beyond the grant cycle. This includes partnership development and resource identification (both in-kind and sponsorship/donation).

Proposal Evaluation Criteria

Proposals will be evaluated based on the criteria below. A maximum of 100 points will be allotted. Note that special consideration will be given to coalitions who will run a sports safety clinic during Safe Kids Week (April 21st - April 28th, 2012) and/or provide a referral of a young athlete/sports family with a personal story related to sports injuries.

Each proposal should:

- * Briefly describe how sports safety clinics and other related activities would benefit your community along with projected goals (15 points)
- * Show how you can partner with at least one athletic trainer for each event to plan and conduct the sports safety clinics (10 points)
- * Describe how at least two sports safety clinics will be executed in partnership with ATCs, including the venue(s), targeted audiences, use Safe Kids/Johnson & Johnson sports safety materials type of sport/s (30 points)
- * Detail how other constituents involved in the local sports community (e.g. youth leagues/officials, sports medicine professionals) will be utilized to make the sports safety clinics and the overall initiative successful (15 points)
- * Be proactive, practical and focused (10 points)
- * Include a timeline and budget outline (10 points)
- * Include plans for a sustainable program (10 points)

Additional Information

If after careful review of the grant guidelines you have further questions or concerns, please contact recreational safety program manager, Lindsay Hansen at lhansen@safekids.org / phone: 540.845.3586.