



2015-2016 Program Goals

USA Swimming Safe Sport enters its sixth year in 2015-2016. Since our inception in 2010, we have operated from the foundation that effective Safe Sport programming must be leadership driven and locally rooted. Through our first five years, much of the effort has been centralized to support the development of a program at the national level that could be successfully replicated and broadly distributed and the personnel infrastructure by which to do that.

2015 marks an exciting shift in our focus from program development to local level engagement. It is our belief that the best child protection efforts happen every day, at the club level, and are embedded in the culture of those clubs. USA Swimming strives to increase the number of clubs who organically engage in Safe Sport efforts through education and awareness raising.

Where We Are Going

Our 2015-2016 Safe Sport efforts will be wholly focused on the goal to **INCREASE LOCAL LEVEL ENGAGEMENT**.

We believe we can raise awareness for Safe Sport and increase local level engagement through three strategies:

1. **To increase in number and empower the existing Safe Sport Champions:** Empower our volunteer leadership – Safe Sport's Champions - at all levels of the organization. Forthcoming initiatives include:
 - a. Create an LSC Chairs Support Subcommittee to identify, plan, and execute regular training opportunities and communication points with volunteer community.
 - b. Name and activate Safe Sport Zone Chairs.
 - c. Develop onboarding process for new LSC Safe Sport Chairs.
 - d. Publish job description for Solidify the volunteer leadership infrastructure of Safe Sport. Activate committee to provide leadership and support to Zone and LSC Chairs. Identify, plan, and execute regular communication points during the year with volunteer community.
2. **To encourage and support club leadership:** Create and promote tools for clubs to create a positive sport culture and support their implementation and continued use. Forthcoming initiatives include:
 - a. Encourage, support, and promote LSC Safe Sport Chair initiatives to encourage engagement with Safe Sport at the club level. Examples of LSC initiatives available at www.usaswimming.org/protect.
 - b. Launch Safe Sport Self-Assessment for a club to gauge its existing efforts with Safe Sport and provide support and guidance to increase engagement.
 - c. Incentivize clubs to engage with Safe Sport through Safe Sport Certified Club Program.
 - d. Train LSC Chairs to assist clubs in achieving Safe Sport Certified Club status.
3. **To activate swim meets as parent engagement opportunities:** Capitalize on swim meets that bring together all swimming community constituents and spread the word of Safe Sport. Forthcoming initiatives include:
 - a. Develop and distribute promotional materials for use at swim meets: (1) meet announcer scripts; (2) branded posters; (3) heat sheet ads; (4) parent tip cards.
 - b. Develop Swim Meet Tabling Kit for duplication or purchase by LSCs or clubs.

All resources described above and additional Safe Sport resources are/will be available at
www.usaswimming.org/toolkit.