



Welcome to Team Safe Sport!

We are thrilled to welcome you as a USA Swimming Safe Sport volunteer. Your efforts will help us to provide athletes in your LSC with a healthy and positive environment free from abuse. Thank you for stepping up and committing to keep athletes safe!

You might be thinking ... “I’m a Safe Sport volunteer, now what?” We’re hoping this Safe Sport Volunteer Packet gets you started on the right foot. Inside you’ll find a brief overview of our program, a guide with examples of resources available to you and descriptions of existing LSC Safe Sport efforts.

### **Background**

Since the program’s inception in 2010, we have operated on the foundation that effective Safe Sport programming must be leadership driven and locally rooted. Through the first few years of development, we focused on how the Safe Sport program could be successfully replicated and distributed to a broad audience.

After a few years of establishing our program, we shifted our focus from headquarters program development to local level engagement. It is our belief the best child protection efforts happen every day at the club level and must be embedded into the culture of those clubs. USA Swimming strives to increase the number of clubs who organically engage in Safe Sport efforts through education and raising awareness.

### **Our Future**

USA Swimming’s Safe Sport program has focused its efforts on increasing and empowering our Safe Sport Volunteers and encouraging and supporting club leadership. We want to continue our Safe Sport work by engaging athletes and parents in the Safe Sport movement as well. There is no complacency in these efforts; we want to see everyone going above and beyond what is required.

### **Your Critical Role**

Your job as the Safe Sport volunteer is to spread the Safe Sport mission in your LSC and/or club by raising awareness at the local level. How you choose to spread the Safe Sport word depends on a number of factors including (1) the size and geography of your LSC or club; (2) the financial and volunteer support available from your LSC or club; and (3) your personal approach and comfort level.

Anything you can do to raise awareness for Safe Sport in your LSC and club is what you should do in the role of a Safe Sport volunteer. An example could be forwarding the Safe Sport newsletter or other newsworthy items to your local member clubs, coaches, officials and parents.

USA Swimming’s Safe Sport staff has been overwhelmed by the creativity and initiative of our Safe Sport volunteers.

### **We’re Here to Help!**

The USA Swimming Safe Sport Staff, committee members, Zone chairs and LSC Chairs/Coordinators are ready and willing to provide resources and support as you work to raise awareness for Safe Sport within your LSC

and club. Identify and create a contact sheet with the information for your LSC General Chair and the USA Swimming Safe Sport Staff for quick reference. If you have any questions, please feel free to reach out to [SafeSport@usaswimming.org](mailto:SafeSport@usaswimming.org) at any time.

Your work will have an impact on the athletes of USA Swimming long after they hang up their suits. Thank you for being a champion of Safe Sport, we are tremendously grateful.

With heartfelt thanks,

The USA Swimming Safe Sport staff

# Safe Sport Program Overview

The culture of clubs is extremely important to local engagement. Since shifting Safe Sport's focus from program development to local level engagement, we have increased the number of clubs who regularly engage in Safe Sport efforts through education and awareness. In addition, the Minor Athlete Abuse Prevention Policy (MAAPP) and Safe Sport Club Recognition program have increased awareness of programs the Safe Sport team has implemented. We want your help in continuing to promote these programs and all other initiatives to athletes, coaches, officials, parents and volunteers.

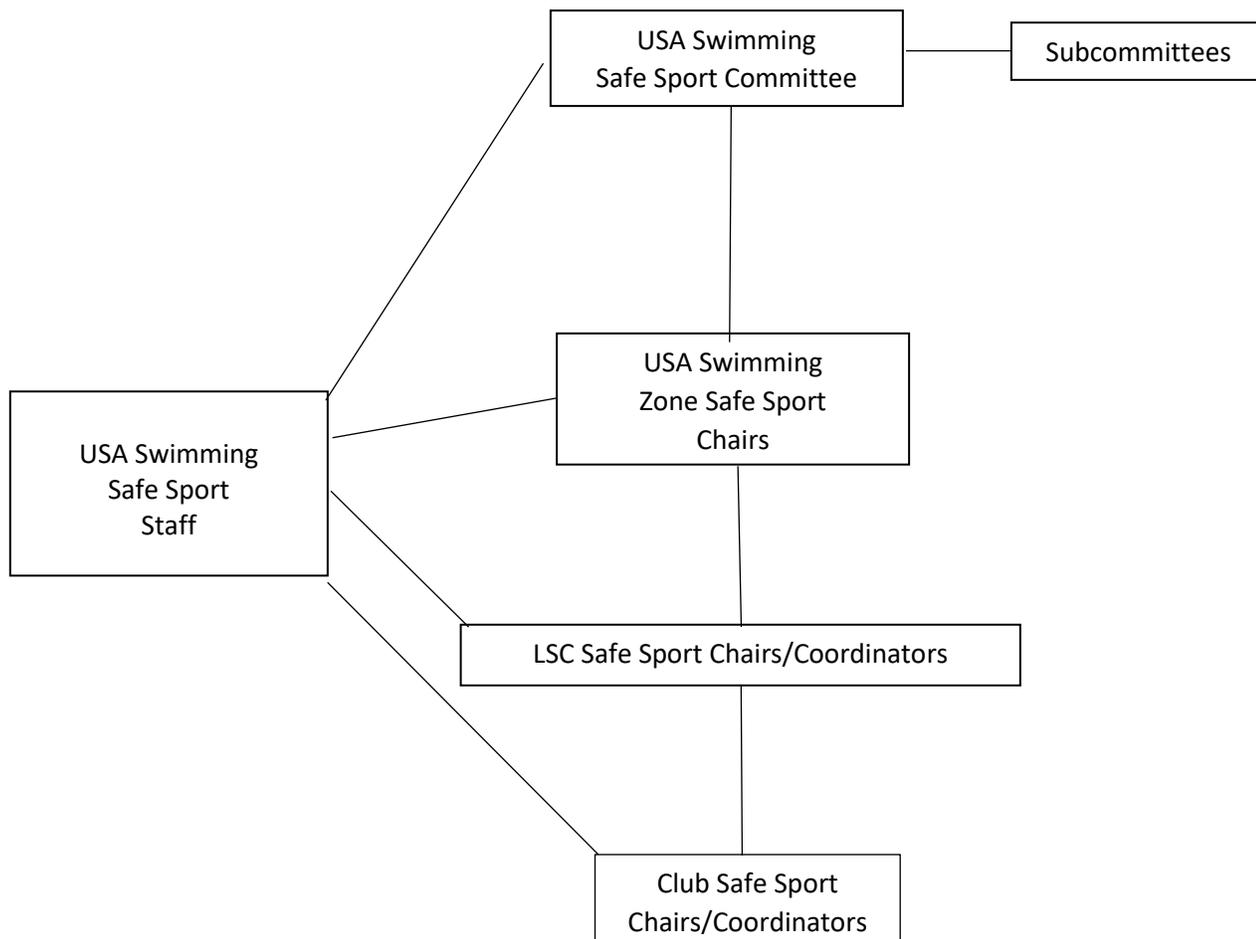
We believe using the following three strategies increase local level engagement:

1. **Increase and Empower our Safe Sport Volunteers:** Empower our volunteer leadership at all levels of the organization. Forthcoming initiatives include:
  - a. Solidifying the volunteer leadership infrastructure of Safe Sport. Continuing to support the Safe Sport Committee in providing leadership and support to Zone and LSC Chairs/Coordinators. This includes identifying, planning and executing regular communication points during the year to our volunteer community.
  - b. Empowering the Zone Chairs to implement regular training opportunities and communication points with the volunteer community.
  - c. Creating resources for Safe Sport volunteers to use to provide consistent education and information across the country.
  
2. **Encourage and Support Club Leadership:** Create and promote tools for clubs to establish a healthy and positive environment free from abuse. Forthcoming initiatives include:
  - a. Encouraging, supporting and promoting those LSC Safe Sport Chair/Coordinator initiatives which increase Safe Sport program engagement at the club level. Examples of these types of LSC initiatives are available at the end of this packet.
  - b. Incentivizing clubs to achieve [Safe Sport Club Recognition](#). Past and present incentive examples include:
    - i. Monthly drawing to win a visit from a U.S. National Team athlete or alum
    - ii. LSC financial incentives
  - c. Providing updated Safe Sport education.
  - d. Launching new tools to encourage dialogue about Safe Sport. This includes:
    - i. [USA Swimming's Safe Sport Team Talk](#) page
      1. [Coaching Boys Into Men](#)
      2. [Athletes as Leaders](#)
    - ii. [Activity Books](#)
    - iii. [Other free, downloadable materials](#)
    - iv. [Safe Sport materials](#) for sale
  - e. Using social media to increase awareness Safe Sport initiatives including:
    - i. Alerting Safe Sport volunteers as to when Safe Sport topics will be posted on social media (e.g., Facebook, Instagram and Twitter).
    - ii. Encouraging Safe Sport volunteers to engage with USA Swimming Safe Sport social media posts.
    - iii. Weekly promotion of tools and resources available to LSCs and clubs.
    - iv. Increased engagement with LSCs and clubs which promote Safe Sport topics, conversations and activities. This includes liking, sharing, retweeting and commenting on posts which tag USA Swimming or use #SafeSport as a hashtag.

- f. Providing materials available for Safe Sport volunteers including easy to [download materials](#) such as posters and signs.
3. **Promote at Swim Practices and Swim Meets**: Spread the word about Safe Sport by capitalizing at swim meets and practices to reach large swimming community constituents. On-going initiatives include:
- a. Materials on hand for use at swim meets:
    - i. [Meet announcer cards](#)
    - ii. [Branded posters](#)
    - iii. [Heat sheet ads](#)
    - iv. [Parent tip cards](#)
    - v. [USA Swimming Safe Sport Promotional Materials](#)
  - b. [Meet 360](#) resource for teams to use.

All resources described above and additional Safe Sport resources are/will be available at [www.usaswimming.org/toolkit](http://www.usaswimming.org/toolkit).

# Program Leadership: Volunteer Structure



# **Safe Sport Club Chair/Coordinator**

**Charge:** The purpose of the club Safe Sport Chair/Coordinator is to identify, plan, and execute efforts to raise awareness for Safe Sport within the club's coaches, parents and athletes.

## **Requirement**

Be a registered non-athlete member of USA Swimming in good standing.

## **Selection and Term of Service**

Selection criteria and term of service shall be dictated by each member club. It is not recommended for a coach to be the club's Safe Sport Chair/Coordinator but rather someone with a background supporting child protection efforts such as a police officer, social worker or teacher.

## **Responsibilities**

1. It is recommended this individual serve on club Board of Directors or report directly to the club owner.
2. Be a resource for the club on how to create and foster a positive Safe Sport culture.
3. Work with club leadership to:
  - a. Update club Safe Sport website content.
  - b. Include Safe Sport information/fliers in club meet information, heat sheets, meet packets, etc.
  - c. Coordinate the successful completion of the Safe Sport Club Recognition application.
4. Works with new athletes and parents to:
  - a. Educate them about the Safe Sport program.
  - b. Encourage participation in online courses such as Athlete Protection Training, the Parent's Guide to Misconduct in Sport and the Safe Sport training for athletes.
5. Organize in-person training.
  - a. Secure trainer.
  - b. If necessary, help coordinate logistics for club members: room/location, any refreshments, communicates date/time/location, materials, etc.
6. Solicit and receive feedback and suggestions on the Safe Sport policies and programs from the club's membership, then provide feedback to the LSC's Safe Sport Chair/Coordinator.
7. Secure a budget. This could be used for Safe Sport materials such as club-supported travel, training, promotion, printing, swag, meet signage, Zoom account and USA Swimming events/training opportunities.

# **Safe Sport LSC Chair/Coordinator**

**Charge:** Each LSC shall have an LSC Safe Sport Chair/Coordinator. The purpose of this position is to spread the message of Safe Sport in their LSC and raise awareness for the effort among the LSCs member clubs.

## **Requirements**

1. Be a registered non-athlete member of USA Swimming in good standing.
2. Attend the Local Swimming Committee Safe Sport Chair/Coordinator Workshop in the first year in the role and subsequently every other year.

## **Selection and Term of Service**

Selection criteria and term of service shall be dictated by each LSC's Bylaws.

## **Responsibilities**

1. Be knowledgeable about all Safe Sport program components and generally be able to describe the Safe Sport program framework.
2. Work with your LSC webmaster to post Safe Sport materials and/or link to USA Swimming Safe Sport program site to help direct members to relevant materials.
3. Work to encourage and increase training opportunities for the LSC, possibly including:
  - a. Implementation of Safe Sport into Swimposium, House of Delegates or other LSC-hosted meetings/workshops.
  - b. Work with meet hosts to include Safe Sport information/fliers in meet information, heat sheets, meet packets and other communication materials
  - c. Develop strategy to encourage parents and athletes to complete free trainings provided by USA Swimming Safe Sport staff or other appropriate organization.
  - d. Share successful ideas with national office staff to share across other LSCs.
4. Secure a budget. This could be used for Safe Sport materials such as LSC-supported travel, training, promotion, printing, swag, meet signage, Zoom account and attending annual USAS Convention/other training opportunities.
5. Serve as an information resource for LSC clubs and membership and help to identify and connect them with local educational partners and resources.
6. Solicit and receive feedback and suggestions on the Safe Sport policies and programs from the LSC clubs and membership, then provide feedback to the USA Swimming Safe Sport Committee and staff.
7. Understand the complaint reporting structure and immediately refer all reports of Safe Sport-related violations to the appropriate jurisdictions. Reporting information can be found at [www.usaswimming.org/report](http://www.usaswimming.org/report). Complaint information should be recorded in writing for future reference if needed.
8. Perform other functions as necessary in the fulfillment of USA Swimming's continuing efforts to prevent sexual, physical and emotional abuse.

## **Examples of Ideas to Implement:**

**(See Examples of Effective Safe Sport Chairs Initiatives below for more detail)**

1. Set up a table at swim meets to encourage conversation and knowledge around Safe Sport.
2. Have monthly in-person or virtual meetings to discuss Safe Sport in your LSC.
3. Travel to teams to discuss Safe Sport and the programs it offers.
4. Introduce yourself to create an open line of communication between you and the teams within your LSC.
5. Help set up trainings for clubs to achieve Safe Sport Club Recognition.

6. Utilize the Safe Sport athlete representative to assist in athlete engagements.

# USA Swimming Zone Safe Sport Chair

**Charge:** Each Zone shall have a Zone Safe Sport Chair. The purpose of the Zone Safe Sport Chair is to assist in the training of and dissemination of information to the LSC Safe Sport Chairs/Coordinators. The Zone Safe Sport Chair will be report to the Safe Sport Committee.

## **Requirements**

1. Be a registered non-athlete member of USA Swimming in good standing.
2. Shall reside in the zone's geographic territory.

## **Selection**

1. Volunteers will be solicited or recruited from LSC Safe Sport Chairs/Coordinators.
2. The Safe Sport Committee shall review the list of volunteers and select potential Zone Chair by majority vote.
3. The proposed Zone Chair shall be forwarded for confirmation by the candidate's Zone Director.

## **Term of Service**

1. Two (2) year appointment.
2. May be re-appointed for up to two (2) additional two (2) year terms but shall not serve more than six (6) consecutive years.
3. May serve beyond 6 years, following a lapse of one year after serving six (6) consecutive years.

## **Responsibilities**

1. Serve as a liaison between the USA Swimming Safe Sport Committee and the LSC Safe Sport Chairs/Coordinators within the Zone.
2. Assist the LSC Safe Sport Chairs/Coordinators and serve as a resource in the performance of his/her duties.
3. Assist in the dissemination of information and programs from the Safe Sport Committee to the LSC level. This could include emails, newsletters, face to face/virtual meetings, social media interaction or other forms of communication.
4. Bring forward issues and barriers to Safe Sport initiatives, as well as recommendations for programs and education from the LSC/Zone level to the USA Swimming Safe Sport staff and/or the USA Swimming Safe Sport Committee.
5. Serve as a mentor to new LSC Safe Sport Chairs/Coordinators.
6. Complete training requirements, including:
  - a. Attend a training session regarding the role and responsibilities of the Zone Safe Sport Chair.
  - b. Attend the Safe Sport meetings at the annual meeting, or if unable to do so, arrange for another USA Swimming member to attend.
  - c. Attend the Safe Sport Zone Workshop in the Zone or arrange for another USA Swimming member to attend.

# USA Swimming Safe Sport Committee: Subcommittees

## LSC Chairs/Coordinators Support Subcommittee (Zone Chairs)

**Charge:** This subcommittee provides leadership and support to Zone and LSC Safe Sport Chairs/Coordinators. This subcommittee will identify, plan and execute regular communication points and learning opportunities for Safe Sport's volunteer leadership. Initiatives to include:

1. Create communication strategy to regularly engage LSC Safe Sport Chairs/Coordinators (e.g., newsletter, monthly conference call, idea sharing).
2. Consider need for and feasibility of Zone Chair mentorship of LSC Chairs/Coordinators.
3. Plan and execute onboarding of new LSC Safe Sport Chairs/Coordinators.

## Safe Sport Club Recognition Program Subcommittee

**Charge:** This subcommittee provides leadership and support to enhance the Safe Sport Club Recognition program. Volunteer initiatives can include, but are not limited to:

1. Recognize and discuss where improvements can be made to the program through their grassroots work and experience.
2. Create and discuss new ways in which this program can be utilized in daily culture at USA Swimming grassroots level.
3. Work with the Safe Sport Communication Plan subcommittee to promote this program and the benefits it offers clubs.
4. Gather feedback from clubs and inform USA Swimming Safe Sport staff.

## Safe Sport Impact Award Subcommittee

**Charge:** This subcommittee provides guidance and selection of the annual Safe Sport Impact Award. Initiatives can include, but are not limited to:

1. Create and update Safe Sport Impact Award nomination page.
2. Review nominations.
3. Vote and nominate a winner to USA Swimming Safe Sport Staff.
4. Decide when and how award will be distributed to winner.

## Safe Sport Communication Plans Subcommittee

**Charge:** This subcommittee provides leadership and support to the USA Swimming Safe Sport Communications Coordinator. Initiatives can include, but are not limited to:

1. Assist in the creation and implementation of a communication strategy which should reach athletes, parents, officials, coaches and other USA Swimming members (based on target audience).
2. Help promote USA Swimming Safe Sport initiatives, resources, and programs through its strategic plan.
3. Foster other ideas on how USA Swimming Safe Sport could be promoted to target audiences.

**Time:** Two-year commitment; 6-8 conference calls/year

# USA Swimming Safe Sport Committee

**Charge:** To inspire a culture of athlete and member protection at all levels of USA Swimming.

**Membership:** The Safe Sport Committee consists of twelve (12) members, as follows:

1. Three (3) athlete members selected by the Athletes Executive Committee, each of whom serve one-year terms;
2. Three (3) coach members appointed by the President and CEO, each of whom serve staggered four (4) year terms ending in different years;
3. Five (5) at-large members appointed by the President and CEO, each of whom serve a four-year term; and
4. One (1) subject matter expert from an organization outside USA Swimming, appointed by the President and CEO.

**Chairperson:** The chair, who may be either an athlete or non-athlete member, shall be appointed by the President and CEO from the foregoing enumerated members.

**Staff Liaison/Leader:** Safe Sport staff shall serve as the leader and liaison to the Safe Sport committee.

**Responsibilities:**

1. Continually review and provide feedback on USA Swimming's member protection policies, guidelines, and educational programs.
2. Raise the awareness of member protection and the availability of member protection educational resources within the swimming community, including at the LSC and club levels.
3. Spread information from USA Swimming Safe Sport staff to LSC Chairs when appropriate. This could include newsletters, emails, social media, and other forms of communication.
4. Take such further actions as may be directed by the USA Swimming Safe Sport Staff.
5. The Safe Sport Committee shall report to the President and CEO.

# Examples of Effective Safe Sport Chair/Coordinator Initiatives

## **Web-Based Efforts**

### Safe Sport Newsletter

*Example:* Ohio Swimming Safe Sport Newsletter: [safesport@swimohio.com](mailto:safesport@swimohio.com) to subscribe.

### Safe Sport Blog

*Example:* San Diego Imperial Swimming Safe Sport: <http://si-swimming.com/?cat=34>.

### Dedicated Safe Sport Link on LSC Website

*Examples:* Indiana: Full page with dedicated links to available tools  
Florida Gold Coast: Links directly to parent and athlete training  
Southern California: Uses Safe Sport Shield logo to link directly to [usaswimming.org/protect](http://usaswimming.org/protect)

## **Club Outreach**

### Safe Sport Week

*Example:* Indiana Swimming hosts a week of Safe Sport program-focused work that rewards clubs for increasing the percentages of their athlete and parents who complete the free athlete protection trainings.

### Athlete Training Incentive Program

*Example:* Middle Atlantic ran a financial incentive program that rewarded clubs who increased percentage of athletes trained over time: <http://goo.gl/7PrBmc>

## Parent Cards

Distribute 5 Tips for Parents to Keep Your Kids Safe to parents at LSC or club swim meets or other events. Available [here](#).



## Swim Meet Initiatives

### Safe Sport Materials

Other Safe Sport swag such as sunglasses, pencils, tattoos, swim caps, and lanyards can be purchased on our website [here](#).

### Tabling

Set up a Safe Sport informational table at a local meet. Reach hundreds of parents with a few hours' effort. Purchase a table throw [here](#).



### Heat Sheet Inserts

1. Promote the free Parent and Athlete trainings using full, half, and quarter page heat sheet ads available [here](#).
2. Promote Safe Sport Initiatives by adding banner ads at the footer of the heat sheet

***Do you know your team's electronic communication policy?***

Good electronic communication from coaches to athletes and other members should be transparent, accessible, and professional at all times.

Find USA Swimming Safe Sport's template at

***[usaswimming.org/protect](https://usaswimming.org/protect)***

## Meet Announcements

Provide [Meet Announcement Cards](#) to the PA announcer at a local swim meet to raise awareness on Safe Sport issues.



## Meet 360

Use our Meet 360 guide to help teams run Safe Sport swim meets. It can be downloaded [here](#).

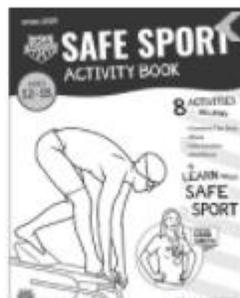


## Activity Books

Activity Books and crayons can be purchased at the [Safe Sport Materials Store here](#).



Safe Sport Crayons – 10/PK



Safe Sport Coloring Book – Ages 12-18 – 10/PK



Safe Sport Coloring Book – Ages 5-11 – 10/PK