

OUTREACH COMMITTEE REPORT

Within our LSC:

In response to an informal survey concerning individual team efforts to increase our LSC's outreach program, discounts in coaching fees, setting up locations to swim in diverse neighborhoods, and initiating corporate sponsors to help offset fees for these groups were the most common accommodation. One of the most successful outreach programs in our LSC is Seastars Aquatics of Pensacola. This organization provides a unique program that centers on the outreach athlete and incorporates community involvement and personal responsibility as its cornerstone of operation. Grants, corporate sponsorships and a lot of hard individual work from its coaching staff makes this program continue to prosper. Take some time to look through their website at seastarsaquatics.org.

Nationally:

Meetings are scheduled for convention. Hopefully they will be a little less "feel good" and a little more concrete.

You can still download the application for the 2007 Diversity Select Camp that was held last April but to date there is no information about the 2008 camp.

A Diversity Summit is scheduled for the weekend of October 26-28, 2007 at the Olympic Training Center in Colorado Springs, Colorado. I will be attending as the representative for Southeastern Swimming. The stated agenda is to "brainstorm ideas and provide direction" to answer the question "What can we do to promote and increase diversity." This summit is probably in response to the unanswered questions about Mr. Cruzak's position and his initiatives that after two years have still failed to include LSC involvement.

Chuck Wielgas of USA Swimming attended a conference at the World Diversity Leadership Summit sponsored by the UN in New York in June. Although there were pictures from the cocktail reception, no details on Mr. Wielgas' speech were available.

Two years ago USA Swimming launched a campaign called [Make a Splash](#) that "aims to cultivate diversity. The program also hopes to reduce drownings and fight childhood obesity, which are disproportionately higher among minority groups." This Make A Splash campaign that was so highly touted – has not had a web update and is still advertising a sweepstakes and promotional materials to win a trip to the July swimming championships. According to internet sources, this program seems to be largely a duplication of efforts of successful minority swim lesson programs like those in Los Angeles, San Diego, Peoria Arizona, Seattle, Fresno, Austin Texas.

The 11th Pan American Maccabi Games are an International competition for Jewish athletes that will be held December 26th 2007- January 2, 2008, in Buenos Aires, Argentina.

News you might be able to use in your community:

(1) USA Swimming and the Atlanta Falcons Youth Foundation recently joined with Boys & Girls Clubs of Metro Atlanta to launch the first local manifestation of its national Make A Splash campaign to promote water safety awareness and the importance of physical activity to more than 3,000 Atlanta-area children. Make a Splash – Atlanta has been partially underwritten by a \$500,000 grant from the Atlanta Falcons Youth Foundation. The multi-faceted program is expected to affect approximately 800 children per year over the next four years. Joining the Boys & Girls Clubs of Metro Atlanta and the Atlanta Falcons Youth Foundation as partners in this important program, Starfish Aquatic Institute is contributing the learn to swim program curriculum as well as training and on-going supervision for the Boys & Girls Club aquatic staff, while the Aquatic Exercise Association will provide the curriculum and staff training for the water fitness component of the program. Justice for Athletes has also signed on as a funding program. The Make a Splash campaign is supported nationally by Educational Adventures and Speedo USA.

(2) One of literally thousands of programs providing free swim lessons for minorities through partnership with corporations. Operation Splash was developed in accordance with Kaiser Permanente's HEAL focus on reducing obesity in the community by increasing opportunities for safe physical activity. A financial commitment of \$1.2 million has been made to the City of Los Angeles Recreation and Parks Aquatic Division to support aquatic facilities and swim programs that will help improve access to swim lessons and pool activities in low-income areas. The program includes 31 L.A. City pools in three Kaiser Permanente service areas. Children and their families will receive free registration for a series of 10 lessons that take place over two weeks. Over 8,000 children and their parents will receive free lessons provided over the course of the summer.

Respectfully Submitted

Vicki Balog