



## **National Council for Accreditation of Coaching Education**

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### **Coaching Counts! Case Statement**

**Summary:** Coaching Counts! – Promoting the contributions of America’s youth and interscholastic sport coaches to our communities, and increasing the opportunities for their professional development.

**Youth Coaching in America:** The estimated 7.5 million youth and interscholastic sport coaches in America positively contribute to our communities each day-teaching and coaching our children at all levels of sport. Most of these coaches, an estimated four million, are volunteers working with our children in youth sport—introducing them to sport and guiding their play. These youth sport coaches are key players in getting our children to incorporate physical activity into a long-lasting healthy lifestyle.

The coach is the key to making the student-athlete experience appropriate, positive and educational.

***Sports Done Right Report  
The University of Maine Sport  
& Coaching Initiative - 2004***

**The Impact of Coaching Education:** Unfortunately, America’s sport coaches historically have been underserved when it comes to training and professional development. Studies tell us that less than 5% of youth sport coaches have received any relevant training. For interscholastic coaches, that number increases to only an estimated 25 to 30%.

Why care about providing appropriate sport coaching education to our coaches? Quality trained sport coaches benefits are children, and as such our communities, in many ways:

- 1) Getting youth players to stay with sports longer.
- 2) Increasing the numbers of people interested in coaching & boosting retention.
- 3) Delivering positive and safe sports experiences to youth.
- 4) Reducing legal liabilities associated with sport.

Specifically, studies have found athletes who played for untrained coaches led to an attrition rate of 26%; whereas those athletes playing for a trained coach resulted in a drop out rate of only 5%. Furthermore, additional studies show a positive impact on self-esteem for athletes under 12 years old playing for a trained coach.

And from a health perspective, as noted in the recent White House Task Force on Childhood Obesity Report to the President, sport coaches play an important role in combating obesity and physical activity among our youth. Better trained sport coaches will increase sport's capacity to be part of the solution to this epidemic. If we fail at our effort, the results will be costly. Currently, the obesity crisis costs the American taxpayer an estimated \$147 billion per year in associated medical bills. If we fail to keep more kids involved with sport, that number will increase, or at least not decrease. Of note, the current youth generation is at risk to have a decrease in its average lifespan due to the impact of physical inactivity and obesity—unheard of in American history.

**Creating Champions for Coaching:** The Coaching Counts Alliance (CCA) is comprised of the leading national organizations involved with coaching and coaching education, and leadership-oriented organizations who value our sport coaches. The CCA has reach into all 50 states and US territories through alumni networks, social networking and print/web media.

The Alliance is poised to first bring the proper recognition to our sport coaches for their daily contributions to our communities, and second to increase the opportunities for them to engage in training activities that can bolster those contributions. A proactive grassroots movement to provide support and tools to our youth sports coaches has never been attempted in the United States and is based upon several similar programs in Australia, Canada, New Zealand and the United Kingdom.

**The Alliance's Goals:**

1. Promote the contributions of sport coaches in America's communities.
2. Increase the preparedness of sport coaches to successfully work with our children (increase number of trained youth sport coaches to be over 25%--an increase of 20%).<sup>1</sup>
3. Raise awareness regarding the *National Standards for Sport Coaches*.

**Trained Coaches Improve Youth Sports Experiences**

"26% of youth athletes who played for untrained coaches quit that sport as compared to 5% who had trained coaches."

***Effects of Enhancing Coach-Athlete Relationships on Youth Sport Attrition,***  
Barnett, Smoll & Smith 1992

**Getting Involved:** Calls to action

- Support (funding or in-kind donations)
- Sign up as a partner
- Promote CCA and coaching in your organization and communities
- Advocate at the state, local and federal level for support for coaches and coaching education

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<sup>1</sup> Training for youth sport coaches is defined as a formal training course, resident or online, based upon the National Standards for Sport Coaches.