

**TAYLORSVILLE CITY COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: March 16, 2011

AGENDA ITEM: Approve Resolution No. 11-07 accepting a grant from Safe Kids Sports Safety Program in the amount of \$1,500.00.

PUBLIC HEARING REQUIRED – YES ___ **NO** **X**

RESOLUTION/ORDINANCE REQUIRED

ORDINANCE ___ **RESOLUTION** **YES**

PRESENTER: John Inch Morgan

ISSUE SUMMARY: Consideration of approval for Resolution No. 11-05 accepting a grant from Safe Kids Sports Safety Program in the amount of \$1,500.00. This grant is intended to increase parents, coaches' and young athletes' knowledge of safe organized sports practices and injury preventions through the proper use of protective equipment, hydration and the overuse injury prevention.

COMMISSION / ADVISORY BOARD RECOMMENDATION: N/A

STAFF RECOMMENDATION: N/A

CITY ATTORNEY (Approved as to form): N/A

ATTACHMENT: Resolution No. 11-07
2011 Safe Kids Sports Safety Program RFP

ACTION REQUIRED: Council Approval

TAYLORSVILLE, UTAH
RESOLUTION NO. 11-07

A RESOLUTION ACCEPTING A GRANT FROM SAFE KIDS SPORTS SAFETY PROGRAM IN THE AMOUNT OF \$1,500 TO SUPPORT THE LEISURE, ARTS, RECREATION AND PARKS COMMITTEE'S EFFORTS TO SUPPORT SPORTS AND SAFETY CLINICS WITHIN THE CITY

WHEREAS, the Taylorsville City Council ("*Council*") met in regular meeting on MARCH 16, 2011, to consider, among other things, accepting a grant from the Safe Kids Coalition to support the City's Leisure, Arts, Recreation and Parks Committee's ("*LARP*") efforts to support the 2011 Safe Kids Sports Safety Program clinics within the City; and

WHEREAS, the City has received notice through its LARP Committee of the above referenced award; and

WHEREAS, this grant is intended to increase parents, coaches' and young athletes' knowledge of safe organized sports practices and injury preventions through the proper use of protective equipment, hydration and the overuse injury prevention; and

WHEREAS, the City has an extremely active youth population participating in sports programs; and

WHEREAS, after careful consideration, the Council has determined that it is in the best interests of the health, safety and welfare of the citizens of the City to accept this grant from the Safe Kids Coalition.

NOW, THEREFORE, BE IT RESOLVED that the Council accept this grant from the Safe Kids Coalition in the amount of \$1,500 for the above stated purposes, and instructs the City Administrator to expend these funds for the stated purposes, and include the grant in the Fiscal Year 2010-2011 Mid-Year budget adjustments as a council approved revenue and corresponding expenditure.

PASSED AND APPROVED by the Council of Taylorsville, Utah, this _____ day of March, 2011.

TAYLORSVILLE CITY COUNCIL

Jerry W. Rechtenbach, Chairman

SEAL

VOTING:

110310jimSafeKidsSportsRes 11-07

Dama Barbour	___	Yea	___	Nay
D.L. "Bud" Catlin	___	Yea	___	Nay
Larry Johnson	___	Yea	___	Nay
Morris K. Pratt	___	Yea	___	Nay
Jerry W. Rechtenbach	___	Yea	___	Nay

PRESENTED to the Mayor of the City of Taylorsville for approval this ___ day
March, 2011.

APPROVED this ___ day of March, 2011.

ATTEST:

Mayor Russ Wall

Cheryl Peacock Cottle, City Recorder

DEPOSITED in the office of the City Recorder this ___ day of March, 2011.

RECORDED this ___ day of March, 2011.

2011 Safe Kids Sports Safety Program Request for Proposals

Background

With the success of last year's pilot program, Safe Kids USA is proud to announce the launch of the 2011 Youth Sports Safety Program. This nationwide educational effort aims at helping parents, coaches and young athletes reduce the estimated 3.5 million injuries that occur in youth sports each year in the United States. The 2011 Youth Sports Safety Program continues to be supported by Safe Kids Worldwide founding sponsor, Johnson & Johnson.

Goals

The goal of this program is to provide parents, coaches, and athletes information and tools that will lower the risk of sports injuries, emergencies, and illnesses that occur each year in America's youth athletes. This program's focus includes the most relevant in organized sports today including overuse, dehydration, heat-related illness, concussion and injuries caused by pre-existing medical conditions.

This year, funding will be provided to a select number of Safe Kids coalitions,* at approximately \$1,500 each, to partner with certified athletic trainers (ATC), orthopaedic surgeons, and other youth sports experts to conduct a minimum of two (2) sports safety clinics in their community. The program strives to arm youth coaches, parents and other key stakeholders in youth sports with critical yet practical information and resources on how to keep kids safe while playing the sports they love.

Objectives

The two objectives of the 2011 Sports Safety Clinics are to:

1. Increase parents, coaches' and young athletes' knowledge and use of:
 - 1) concussion prevention, recognition & response
 - 2) pre-participation physical evaluations (or PPE)
 - 3) proper hydration habits
 - 4) overuse injury prevention methods

These four components are critical to keeping young athletes healthy and injury free as well as building a positive sporting culture. As mentioned, this program will have Safe Kids coalitions partner with certified athletic trainers to implement at least two sports injury prevention clinics in their region, targeting areas in which participation organized youth sports is high.

2. Create a sustainable program by establishing partnerships with local athletic trainers, sports medicine professionals, youth sports leagues, sponsors, and other valuable stakeholders.

Target Audience

The sporting community is made up of athletes, parents, coaches, league organizers, athletic trainers and medical professionals. While the ultimate beneficiary of this program is the young athlete, Safe Kids believes coaches and parents play a powerful role in the youth's sporting experience. Therefore, this initiative will mainly focus on reaching parents and coaches (volunteers and non-volunteers) by educating and equipping them with the necessary knowledge and tools they need to reduce athletes'

* The number of grants that will be awarded to coalitions/chapters will be determined by funding levels, based upon additional sponsorship support.

risk of injury and illness. The sports safety clinics should also be promoted to other audiences that play a key role in youth safety such as school teachers and nurses, and youth league administrators/officials.

Safe Kids Sports Safety Week

Safe Kids USA will launch a national outreach campaign, Safe Kids Sports Safety Week, to coincide with the spring and summer sports season. During the week of April 17, a select number of grant recipients will host a Youth Sports Safety Clinic in their community to help launch the campaign and build awareness for preventing youth sports injuries. Safe Kids USA will provide all grant recipients with updated media materials that will include a coalition press release, talking points, and Public Service Announcements to promote local media coverage. Please note that while some clinics will take place during this week, it is our intention for clinics to be held throughout the spring and summer months.

Grant Guidelines Requirements

- Must be a Safe Kids coalition or chapter and must be in good standing. *
- Must sign a grant agreement between the coalition and Safe Kids USA.
- Plan, coordinate and conduct at least two (2) sports safety clinics, focusing on the objectives and target audiences outlined above.
- Partner with at least one athletic trainer for each clinic event. **
- Incorporate materials from Safe Kids USA and its partners to conduct the sports safety clinics; comply with branding guidelines set forth by Safe Kids Worldwide. ***
- Complete a mid and final evaluation of grant-supported activities including objectives met, processes, and outcomes.
- Submit copies of supporting materials created for the sports clinics and other activities (handouts, presentations, photos, press releases, news articles, video clips, etc).

** 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 trainer's association at <http://www.nata.org/districts/index.html> or call Judy Pulice at 972.532.8803 (NATA State Government Affairs)*

****A downloadable and printable Safe Kids Sports Toolkit will be available. This will contain handouts, presentations, and other valuable items to use during sports safety clinics, branded with the Safe Kids USA and Johnson & Johnson logo.*

Optional Recommendations:

- Partner with sports medicine professionals to play a role 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.)

**Safe Kids has partnered with two prominent sports medicine groups, 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 or any other activities you plan.*

AOSSM link: <http://www.sportsmed.org/tabs/membership/finddoctor.aspx>

AMSSM link: <http://www.amssm.org/Find-a-Doc.html>

Project Deadlines

- Proposals are due by February 18th, 2011
- Grant recipients will be notified by February 25th, 2011
- Project implementation dates are from March – August 2011
- Mid-grant report due on June 1st, 2011
- Final evaluations are due on August 31st, 2011

Proposal Guidelines

Complete your coalition's grant application by answering the questions below. Proposals should be no more than four pages in length. Submit your application by email to Lindsay Hansen at lhansen@safekids.org. **Applications must be submitted by no later than February 18th.**

You will be notified by February 25th if your coalition has been selected to receive the grant.

Please provide Safe Kids Coalition Information:

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

Outline of Sports Safety Initiative

a) 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 2011 as it relates to youth sports safety.

b) 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).

c) 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.

d) Would you be able and willing to run a sports safety clinic or sports safety event during the week of Sports Safety Week (April 17th -23rd)? (Note: this is not mandatory, however, is preferable).

e) 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).

f) 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).

g) Include a rough timeline for your proposed sports safety clinics.

h) Outline an estimated project budget, including only major expenses such as staff time, athletic trainers' time*, printing costs for materials, venue fees, etc.

i) What are your plans for sustaining this pilot program beyond the grant cycle? This includes partnership development and resource identification (both in-kind and sponsorship/donation).

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.

Proposal Evaluation Criteria

The applying coalition or chapter must be in good standing with Safe Kids Worldwide in order to begin the grant application review process. Please note that special consideration will be given to those coalitions who are able to run a sports safety clinic between the week of April 17th—the designated Safe Kids Safe Sports Week as outlined above. Proposals will be evaluated based on the criteria below. A maximum of 100 points will be allotted. Each proposal should:

- Briefly describe how sports safety clinics and other related activities would benefit your community (15 points)
- Show how you can partner with at least one athletic trainer and other sports-affiliated partner/organization in order to conduct each of the sports safety clinics (10 points)
- Describe how at least two sports safety clinics will be executed, along with your target goals for each:
 - Securing appropriate clinic venue/s (10 points),
 - Method of advertising/promoting the free clinics in order to attain high/targeted attendance for each clinic event (15 points),
 - Method of incorporating the focused sports topics and provided Safe Kids materials/resources (15 points).Total: 40 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 rough timeline, budget outline and plans for a sustainable program (10 points)