INCOME DISPARITY IN YOUTH SPORTS: WHY CREATING EQUITY & INCLUSION IS IMPORTANT TO HEALTH & SOCIETY

DEV PATHIK
CEO & Founder SFA & SFM

October 23, 2019
Agenda

• Introductions
• The Decline of Youth Sports
  ➤ History of Defunding
  ➤ Competition’s Impact on Participation
• The Statistics on Participation
• Results: Childhood Obesity
• Measuring Outcomes
• The Private Sector Response
• New Tools
• Master Planning
• Vital Nutrients
ABOUT THE SPEAKER
DEV PATHIK

Social entrepreneur
CEO & Founder of SFA & SFM
30 years of social impact focused work
Media voice of youth sports- HBO, NBC, Forbes, CNBC, Wallstreet Journal
Improving the health and economic vitalities of the communities we serve.

Sports Facilities Advisory

- Founded In 2003
- 2000+ Clients Served
- 20 Million+ Visits into Client Facilities in 2018
- The Largest Single Sports Tourism Network
- Over 500 Team Members
- $ Hundreds of Millions in Developments Currently Under Way and Out to Finance
- Massive Reach and Data Base
Our Partners: Improving Access
Less Activity, More Weight

SPORTS MATTER

Sport is now more closely aligned with health and social outcomes and is therefore poised for continued growth.

*Source: Robert Woods Johnson Foundation*
1. The unexpected result of the No Child Left Behind Act of 2002 was the systematic defunding of afterschool sports and physical education.

2. The current participation model has a high focus on competition which, ultimately, discourages long term participation. Kids “burn-out” from sports.
25 Years of Policy Reducing Access
DEFUNDING OF SCHOOL SPORTS AND ITS EFFECT ON OVERWEIGHT & OBESITY RATES

Pay to Play

Child Overweight / Obesity rates for youth 2–19

2000: 28.1%
2002: 31.6%
2007: 33.4%
2008: 37.3%
2013: 8.2 Million Active Children in the US
2014: 8.2 Million Active Children in the US
2015: 8.2 Million Active Children in the US
2016: 8.2 Million Active Children in the US

No Child Left Behind Act (NCLB) is signed allowing government to restrict funding based on state mandated standardized testing
States focus funding resources on math, reading, and science; cutting funding for extracurriculars like sports and clubs
According to the US Census Bureau, as of 2014, 35 states still spend less per student than they did in 2008, almost a decade after the recession

Source: Center For Disease Control and Prevention
#ICMA2019
Less Activity, More Weight

The U.S. has the highest rates of youth obesity among 15 peer countries, where 40% of females & 35% of males are obese.

<table>
<thead>
<tr>
<th>Country</th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>39.5%</td>
<td>35.0%</td>
</tr>
<tr>
<td>Italy</td>
<td>30.9%</td>
<td>32.4%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>26.5%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Canada</td>
<td>26.1%</td>
<td>28.9%</td>
</tr>
<tr>
<td>Australia</td>
<td>24.0%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Spain</td>
<td>22.9%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Portugal</td>
<td>21.5%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Sweden</td>
<td>19.5%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Finland</td>
<td>19.1%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>17.9%</td>
<td>14.7%</td>
</tr>
<tr>
<td>Germany</td>
<td>17.6%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Denmark</td>
<td>15.2%</td>
<td>14.1%</td>
</tr>
<tr>
<td>France</td>
<td>14.9%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Norway</td>
<td>14.7%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Japan</td>
<td>14.4%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>13.1%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

LACK OF ACTIVITY = OBESITY
#DontRetireKid
Competition v. Participation

The current model of participation PUSHES KIDS OUT of activity and continued participation in sports.
Competition v. Participation

By changing the model to focus on physical literacy, and encourage LIFE LONG participation we can affect outcomes for both current and future generations.
What is this costing your community?
DECLINING PARTICIPATION IN YOUTH SPORT
Team Sports Participants by Sports
(per participant ages 6-17)
Core vs. Casual
(% of total participation – All Sports)
Total 5-Year Change
(2011-2016) Per Participant Ages 6-17

<table>
<thead>
<tr>
<th>Activity</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxing for Fitness</td>
<td>0.5</td>
</tr>
<tr>
<td>MMA for Competition</td>
<td>0.3</td>
</tr>
<tr>
<td>MMA for Fitness</td>
<td>0.2</td>
</tr>
<tr>
<td>Ice Hockey</td>
<td>0.2</td>
</tr>
<tr>
<td>Field Hockey</td>
<td>0.1</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>0.0</td>
</tr>
<tr>
<td>Softball (Fast-Pitch)</td>
<td>-0.1</td>
</tr>
<tr>
<td>Volleyball (Court)</td>
<td>-0.2</td>
</tr>
<tr>
<td>Wrestling</td>
<td>-0.4</td>
</tr>
<tr>
<td>Martial Arts</td>
<td>-0.4</td>
</tr>
<tr>
<td>Baseball</td>
<td>-0.4</td>
</tr>
<tr>
<td>Tackle Football</td>
<td>-0.5</td>
</tr>
<tr>
<td>Basketball</td>
<td>-0.7</td>
</tr>
<tr>
<td>Outdoor Soccer</td>
<td>-1.2</td>
</tr>
<tr>
<td>#ICMA2019</td>
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</tbody>
</table>
Total 5-Year Change
(2011-2016) Per Participant Ages 6-17

Baseball: 0.4 M
Football (Flag): 0.2 M
Lacrosse: 0.1 M
Ice Hockey: 0.1 M
Softball (slow-pitch): 0.1 M
Rugby: 0.0 M
Wrestling: 0.0 M
Martial Arts: 0.0 M
Boxing for Competition: 0.0 M
Softball (fast-pitch): -0.1 M
Track and Field: -0.1 M
Swimming on a Team: -0.2 M
Ultimate Frisbee: -0.2 M
Football (Tackle): -0.5 M
Basketball: -0.8 M
Soccer (Outdoor): -1.2 M
### Household Income Influence on Sports Participation

<table>
<thead>
<tr>
<th></th>
<th>Household Income &lt; $60,000</th>
<th>Household Income ≥ $60,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreased Participation Due to Cost</td>
<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>No Participation in Sports, Arts or Clubs</td>
<td>24%</td>
<td>11%</td>
</tr>
</tbody>
</table>
2012 Sports Participation by Age
2018 Sports Participation by Age

Graph showing the percentage of sports participation by age for various sports:
- Baseball
- Basketball
- Football (Tackle)
- Ice Hockey
- Lacrosse
- Soccer (Outdoor)
- Track and Field
- Volleyball (Court)
Inactivity Pandemic in the US

Number of inactives

Inactives (Millions)

Inactivity Rate

2013 2014 2015 2016 2017 2018

60.0 M 65.0 M 70.0 M 75.0 M 80.0 M 85.0 M

60.0 M 65.0 M 70.0 M 75.0 M 80.0 M 85.0 M

20.0% 24.0% 28.0% 32.0% 36.0% 40.0%

2013 2014 2015 2016 2017 2018

26.5% 26.9% 27.1% 27.2% 27.3% 27.3%

76.8 M 78.6 M 79.8 M 80.4 M 81.4 M 82.1 M
What are the measurable outcomes?
The private sector has had a chance to step in and seize opportunities. There has been a huge boom in development, and sports tourism has grown to become a 15 billion dollar industry.
The Future is Data-Driven

Tools like the FRPA Calculator are changing the conversation. Initiatives from John’s Hopkins University and Pure Michigan are providing real-world data.

We can now measure the:

• Healthcare costs
• Economic impact
• Job creation
• Long Term Outcomes
These issues are costing TENS of MILLIONS
Master Planning: It’s Your Move

Get your pens out

Take 5 minutes to write down and identify what you need to:

1. **Keep Doing** your organization / broader community
2. **Stop Doing** your organization / broader community
3. **Start Doing** your organization / broader community

We will pick random presenters, so bring your brain to this exercise!

Report Out - 5 Minutes per group
Sport is an essential nutrient in a healthy ecosystem within your community.
THANK YOU

Questions?

Visit Us at Booth #424