

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

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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

A black and white photograph of two female lacrosse players in action on a field. The player on the left is wearing a dark jersey with a white stripe and is reaching up with her stick. The player on the right is wearing a dark jersey with the number 3 and is also reaching up with her stick. A lacrosse ball is visible in the air between them. The background shows a grassy field and a fence.

“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

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Our Partners: Improving Access



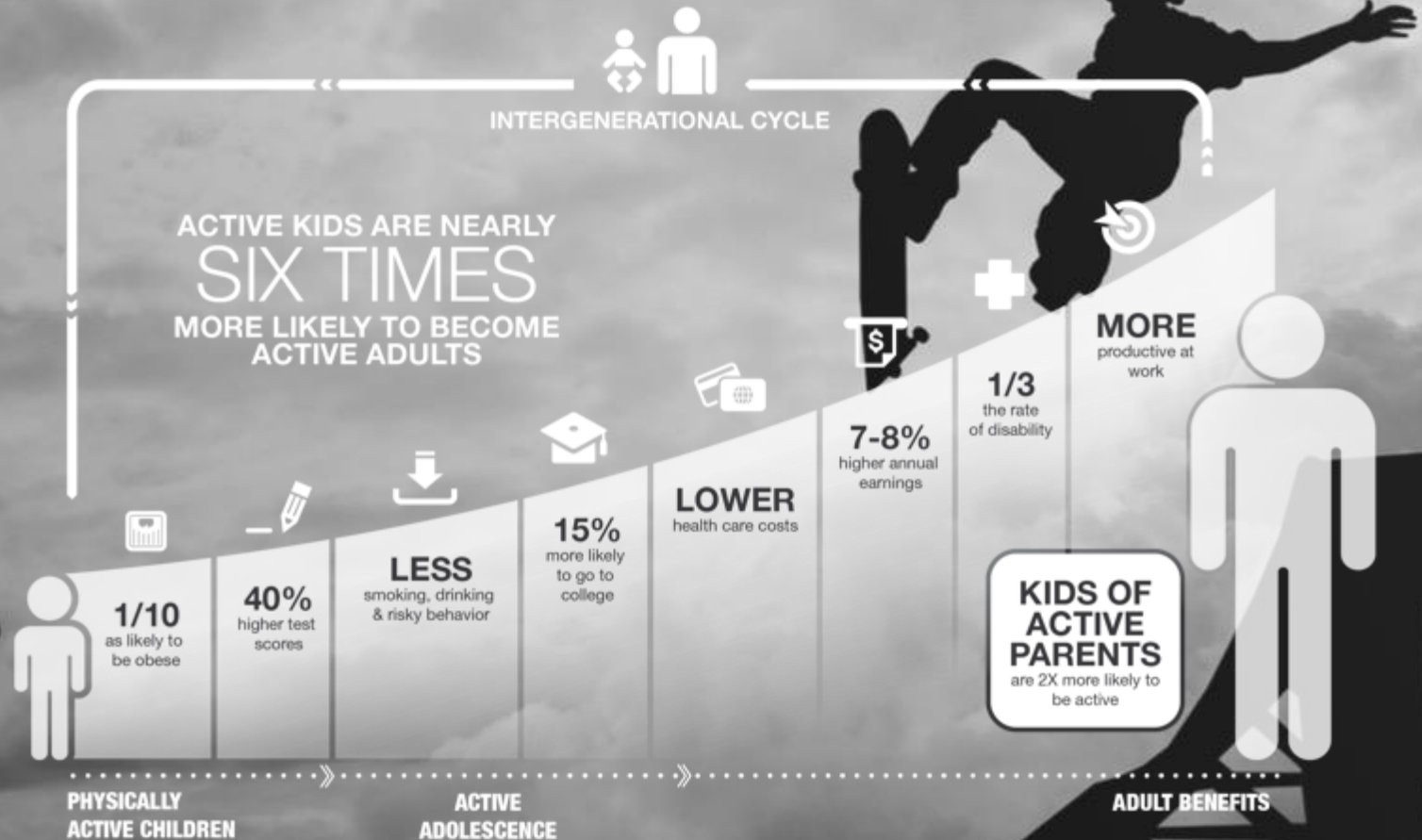
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Less Activity, More Weight

SPORTS MATTER

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



*Source: Robert Wood Johnson Foundation

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THE DECLINE OF YOUTH SPORTS PARTICIPATION

1. The unexpected result of the 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.

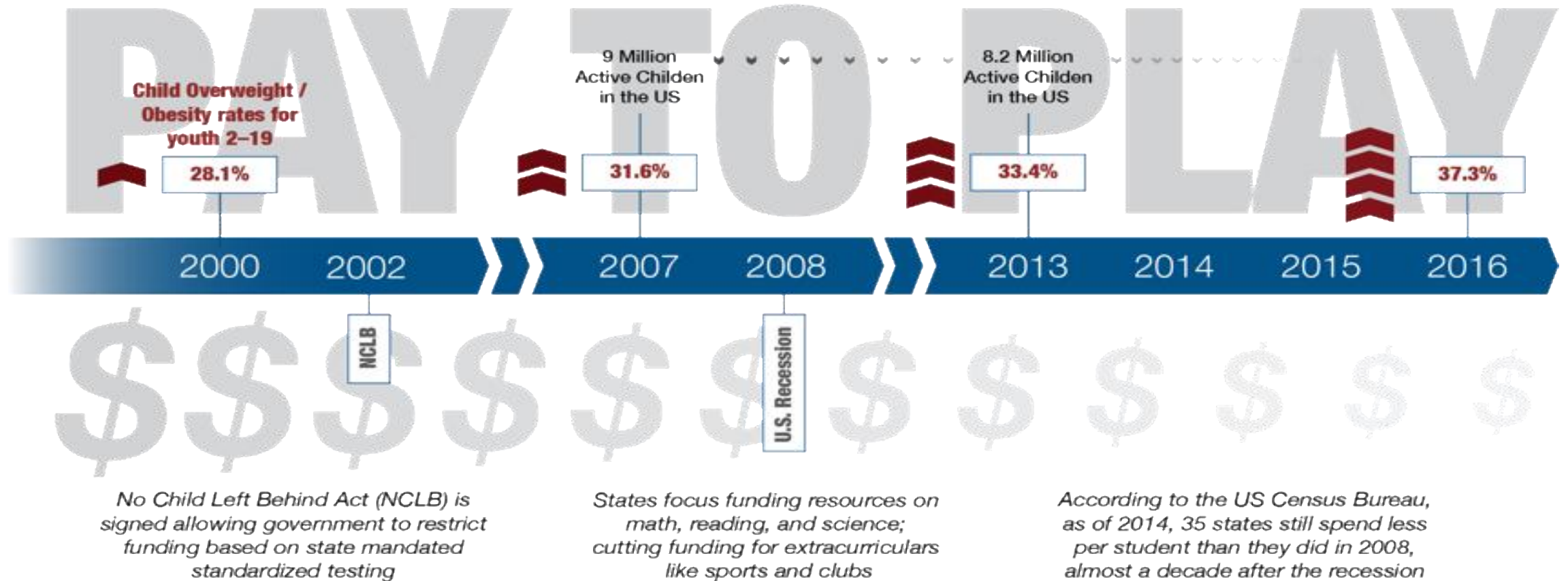


The Privatization of Youth Sport

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25 Years of Policy Reducing Access

DEFUNDING OF SCHOOL SPORTS AND ITS EFFECT ON OVERWEIGHT & OBESITY RATES

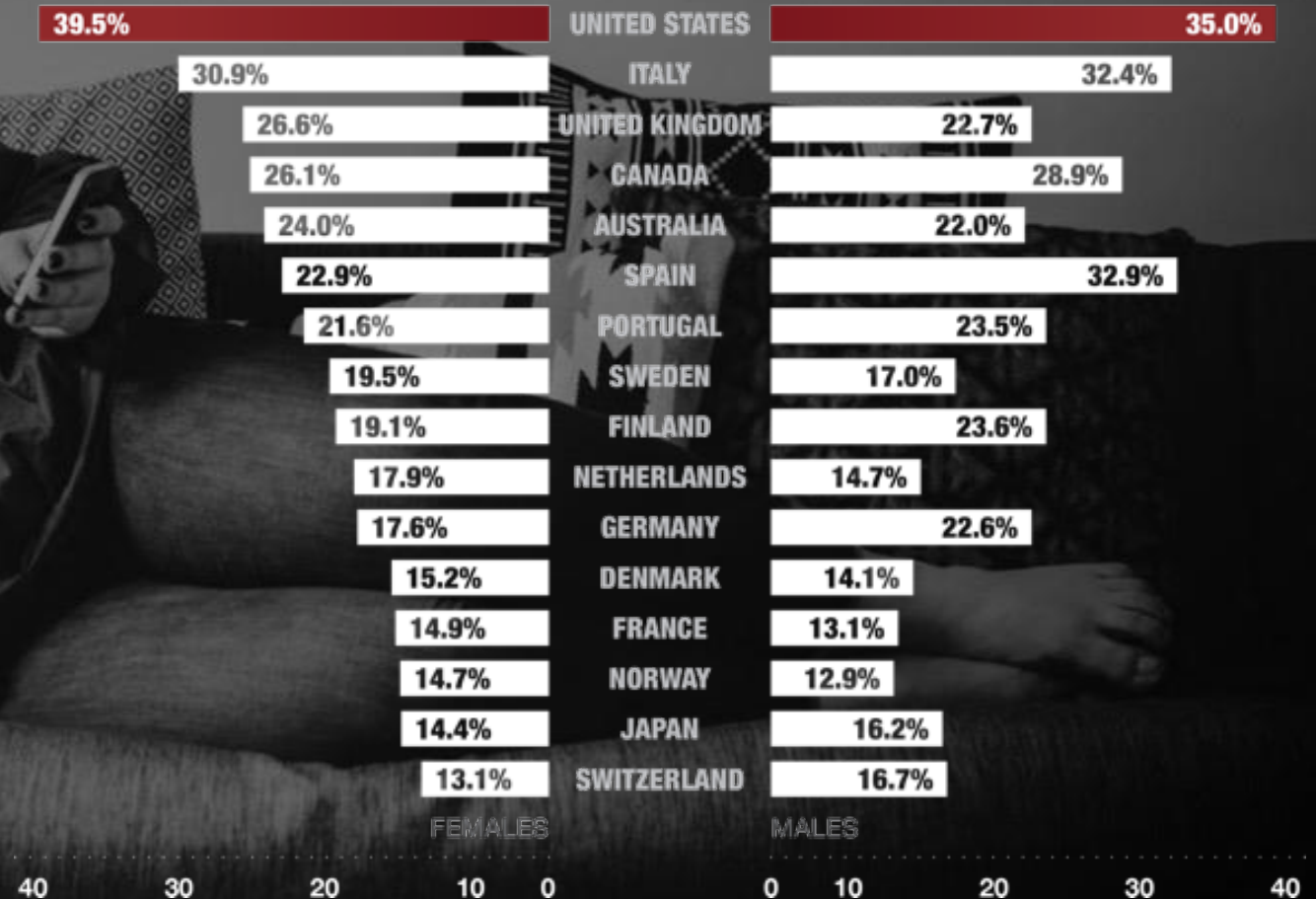


Source: Center For Disease Control and Prevention

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Less Activity, More Weight

PREVALENCE OF OVERWEIGHT / OBESE CHILDREN IN 16 PEER COUNTRIES



LACK OF ACTIVITY = OBESITY

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

#DontRetireKid

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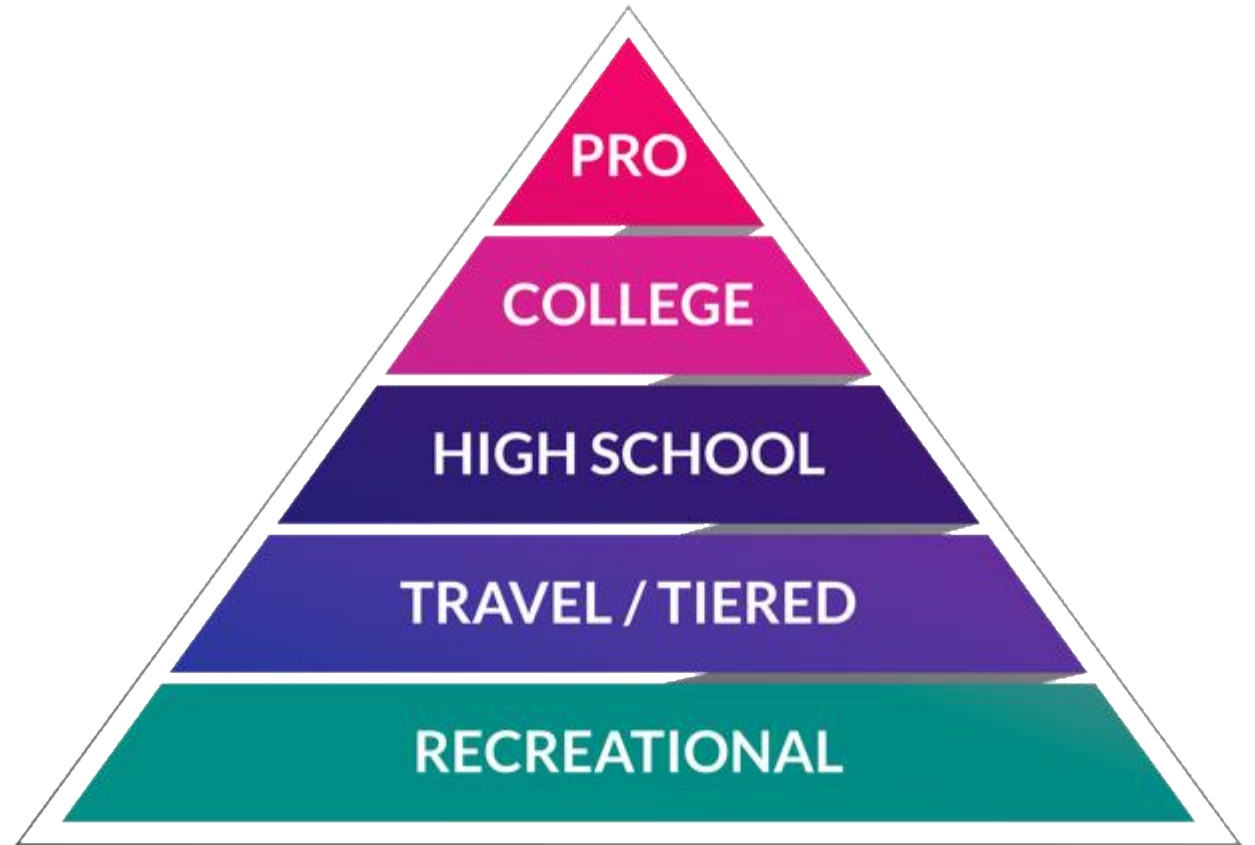
#DontRetireKid



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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?

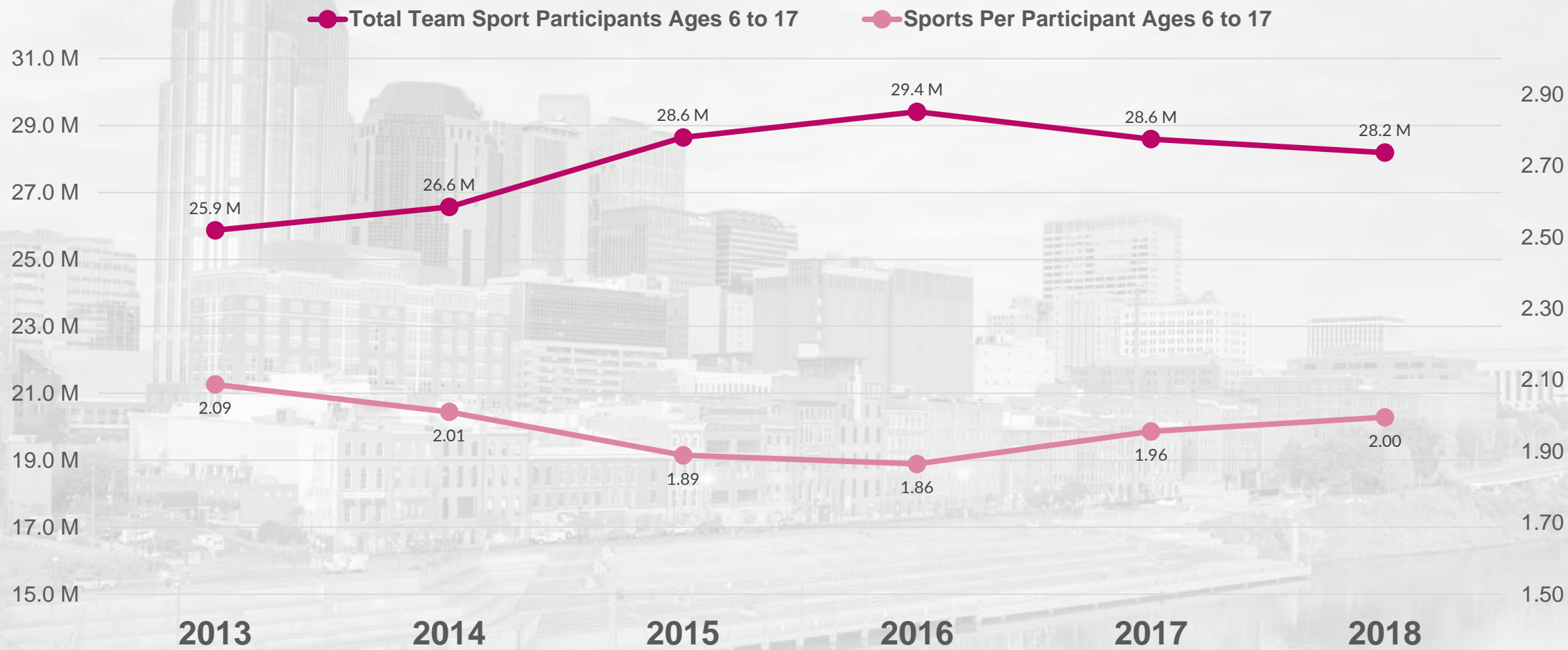
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The background is a solid teal color with abstract geometric elements. On the left, there are several thin, dark teal diagonal lines. Overlaid on these are larger, semi-transparent circular and oval shapes in varying shades of teal. The text is centered on the right side of the image.

DECLINING PARTICIPATION⁷ IN YOUTH SPORT

Team Sports Participants by Sports

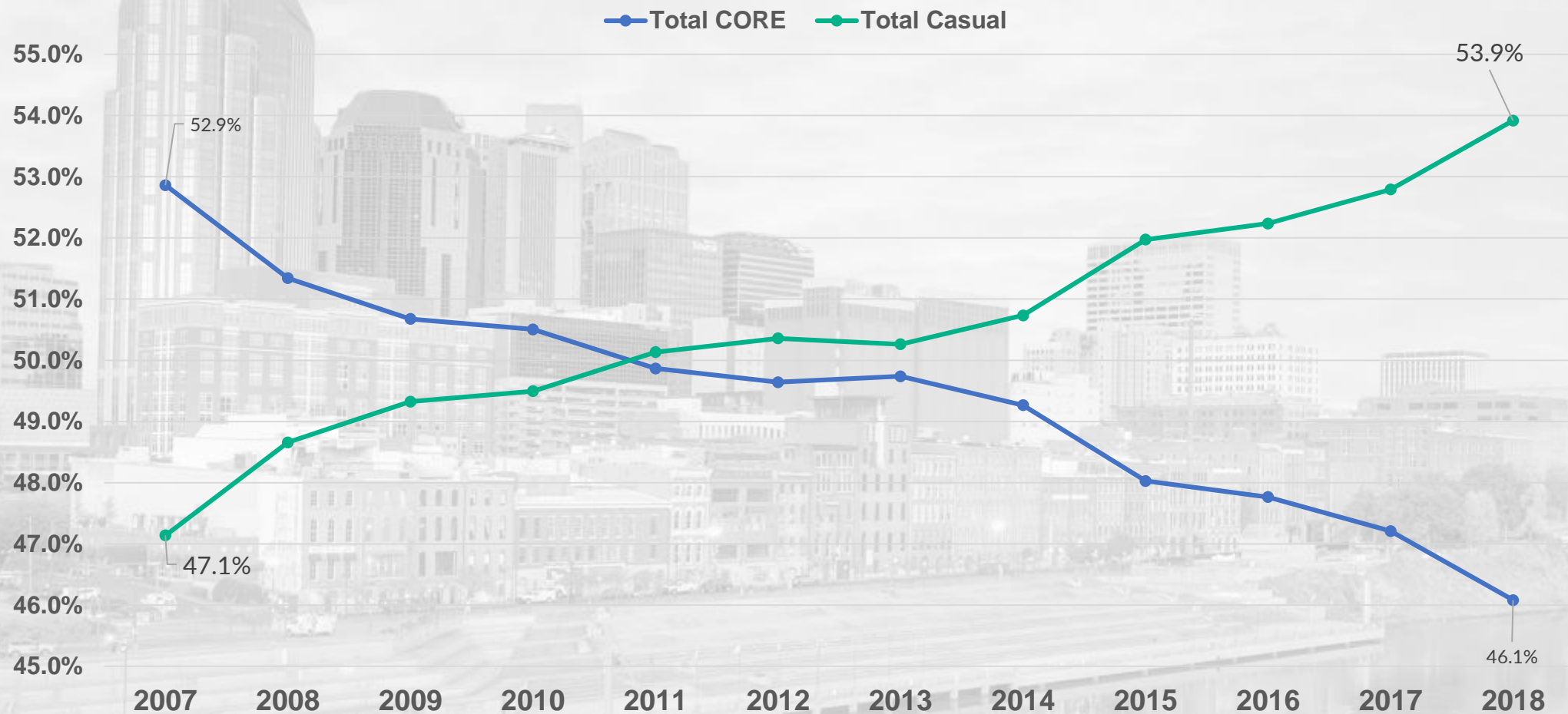
(per participant ages 6-17)



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Core vs. Casual

(% of total participation – All Sports)



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Total 5-Year Change

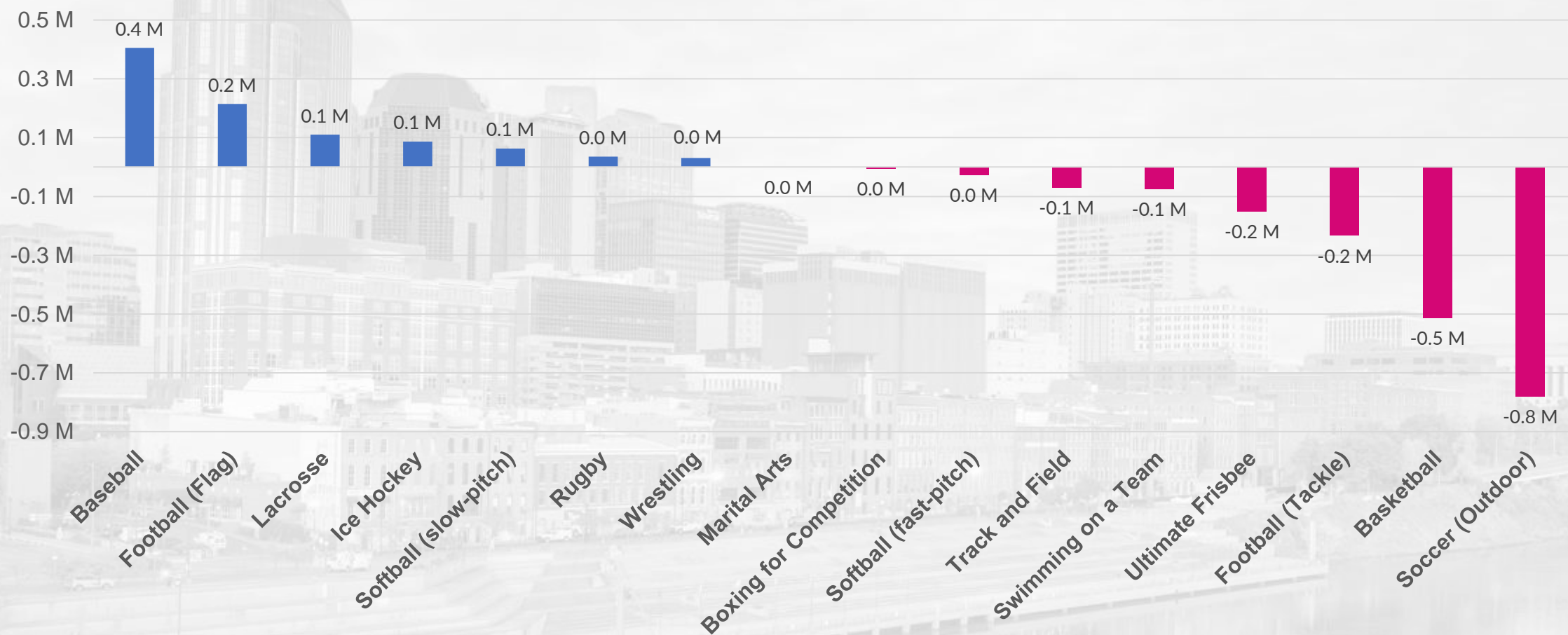
(2011-2016) Per Participant Ages 6-17



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Total 5-Year Change

(2011-2016) Per Participant Ages 6-17



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Household Income Influence Sports Participation

Household Income
<\$60,000

Household Income
≥\$60,000

Decreased Participation Due to Cost

27%

12%

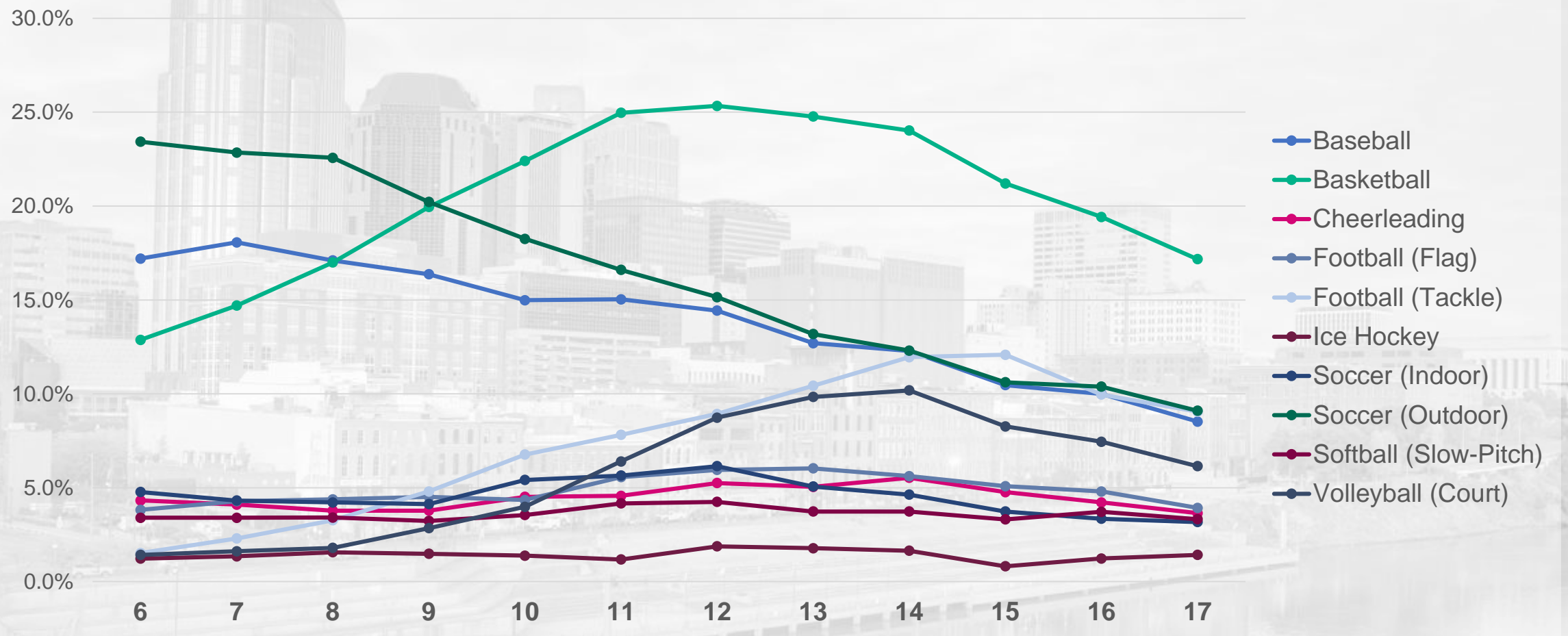
No Participation in Sports, Arts or Clubs

24%

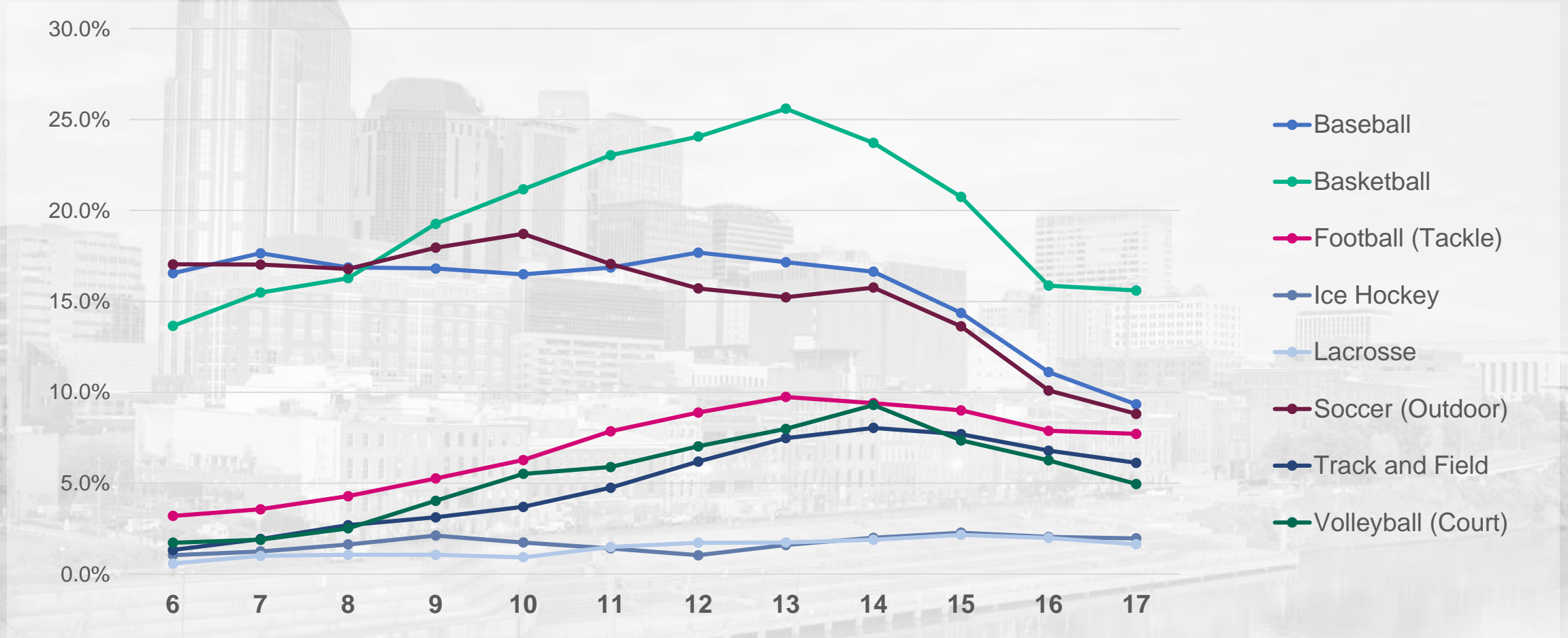
11%

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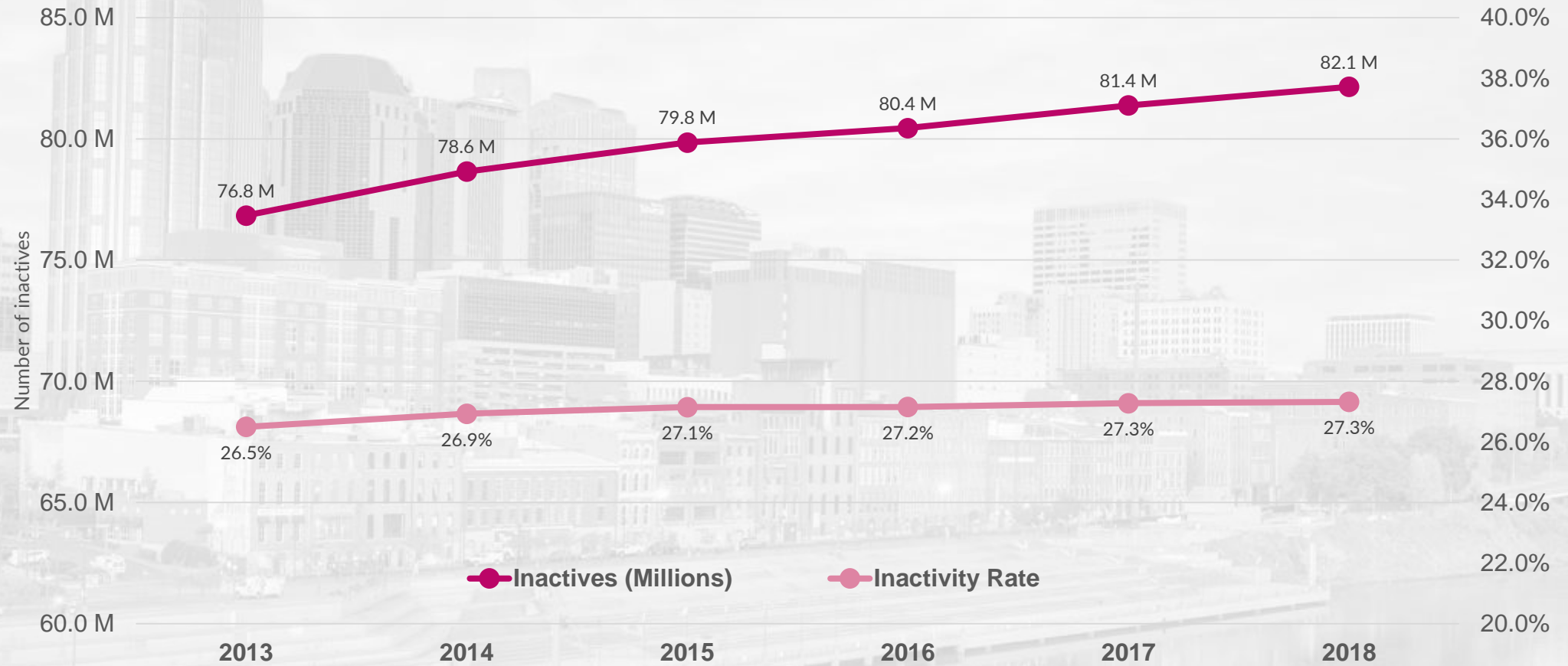
2012 Sports Participation by Age




2018 Sports Participation by Age



Inactivity Pandemic in the US





What are the
measurable
outcomes?

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BENEFITS FOR THE PRIVATE SECTOR

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

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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**

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THANK YOU

Questions?

Visit Us at Booth #424

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