

## Request for Proposals

### Background

Safe Kids is pleased to announce the launch of a new youth sports safety initiative with the vision of keeping kids safe while also staying active. Given that more than 30 million children participate in sports each year, and over 3.5 million receive medical treatment due to sports injuries, we believe that youth sports safety is a challenge worth facing. Safe Kids can be a catalyst for raising the bar in youth sports—resulting in fewer kids sustaining sports injuries and more kids enjoying and remaining active in sports—throughout their lifetime.

The initiative, supported by our founding sponsor Johnson & Johnson, will provide funding for 20 to 25 Safe Kids coalitions, with grants ranging from \$1,500 to \$2,000, to partner with athletic trainers and other youth sports experts to educate and provide coaches, parents and league organizers with information and resources on how to keep youth safe as they become more physically active and engaged in sports.

### 2010 Initiative Objectives

The objectives are to increase parents and coaches' knowledge and use of concussion prevention and screening methods, pre-participation exams, proper hydration and overuse injury prevention techniques. These four components are critical ingredients to keeping young athletes healthy and injury-free as well as ensuring a positive sporting culture as the cornerstone.

As part of this initiative, Safe Kids coalitions will work together with the National Athletic Trainer's Association and their athletic trainers (AT) to design and implement at least **three sports injury prevention clinics** in their community. As with all initiatives, sustainability after the grant cycle is integral to a long-term program development as well as partnerships between the coalition, athletic trainers and other valuable stakeholders.

### Target Audience

The sporting community is made up of youth athletes, parents, coaches, league organizers, athletic trainers and medical professionals. While the ultimate beneficiary is the young athlete, Safe Kids believes coaches and parents play a powerful role in the youth's sporting experience. This initiative, therefore, will mainly focus on parents and coaches (both volunteer and non-volunteer in nature) by educating and equipping them with the necessary knowledge and tools to reduce their athletes' risk of injury and illness. Other audiences that play a key role are youth league administrators/ officials as well as school officials.

### Areas of Focus for 2010 Sports Safety Clinics

- Sports injury prevention (acute and overuse injuries)
- Annual pre-season medical screening (otherwise known as a Pre-Participation Exam—PPE)
- Proper hydration before, during and after games and practices
- Concussion prevention and screening

## Grant Guidelines

### Required:

- 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.
- Partner with at least **one athletic trainer for each event\*\*** in your area to plan and conduct at least **three sports safety clinics** to include the target audiences and sports safety themes outlined above.
- Use provided materials\*\*\* from Safe Kids Worldwide and its partners to conduct the sports safety clinics.
- 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 ATs in your area, contact the president of your state's athletic trainer's association at <http://www.nata.org/districts/index.htm> or call Judy Pulice at 972.532.8803 (NATA State Government Affairs and Leadership).*  
*\*\*\*A downloadable and printable Safe Kids Sports Package (e.g. a toolkit) will be available. This will contain handouts, presentations, and other valuable items to use during the sports safety clinics.*

### Optional:

- Partner with sports medicine professionals to play a role (as deemed appropriate) 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.)
- Provide advocacy to your state or local legislators regarding sports safety.  
*\*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 Timeline

- Proposals are due by Friday, February 26, 2010.
- Grant recipients will be notified by Friday, March 5, 2010
- Project implementation dates are from March 2010 – August 2010
- Mid-grant report due on June 1, 2010
- Project evaluations are due on September 15, 2010

**Application Process:** Complete your coalition's grant application by answering the questions below. You can submit your application by email to Lindsay Bartholf [lbartholf@safekids.org](mailto:lbartholf@safekids.org) and Chrissy Cianflone [ccianflone@safekids.org](mailto:ccianflone@safekids.org)

\*You will be notified by Friday, March 5, 2010 if you have been selected to receive the grant.

## Proposal Guidelines

Please include the following information when submitting your grant proposal. Proposals should be no more than four pages in length and **must be submitted by no later than Friday, February 26, 2010.**

### 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.
- Please include whether your coalition currently works with ATs 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 2010 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.  
*\*While Safe Kids has traditionally focused on children ages 14 and below, allowance for this grant will be given to reach audiences involved with youth athletes ages 18 and under.*
- d) 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).
- e) 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).
- f) Include a rough timeline for your proposed sports safety clinics.

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

\*You are not required to pay ATs for assisting you in the sports safety clinics; however, it is an option worth considering in your budget planning.

**Additional Information:**

- h) 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).

## Proposal Evaluation Criteria

The applying coalition or chapter must be in good standing with the Safe Kids Worldwide in order to begin the grant application review process. Special consideration will be given to those coalitions who are able to run a sports safety clinic between the week of April 24<sup>th</sup> —May 1<sup>st</sup>, 2010. 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 along with projected goals (15 points)
- Show how you can partner with at least **one athletic trainer for each event** to plan and conduct the sports safety clinics (10 points)
- Describe how at least **three sports safety clinics** will be executed in partnership with ATs, including the venue(s), targeted audiences, focused topic areas and sports (30 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 timeline and budget outline (10 points)
- Include plans for a sustainable program (10 points)

**Additional Information**

If after careful review of the grant guidelines you have further questions or concerns, please contact your regional manager or recreational safety program manager, Lindsay Bartholf at [lbartholf@safekids.org](mailto:lbartholf@safekids.org).