Game plan:

• Culture of Care
  • Reflect on your athletic department’s current culture
  • Defining a “culture of care” in athletics
  • Benefits of culture of care in athletics
  • Best practices

• Comprehensive health promotion plan
  • Socioecological Model
  • myPlaybook
Maintain the status quo or
Challenge yourself to be better
Reflect on your current athletics culture

Does every member of the athletics department:

• believe they are valued regardless of sport-based indicators of success (e.g., wins, external recognition, draft picks)?

• know that they will receive support if they are struggling with gambling or substance misuse?

• trust that they will receive support if they report victimization?
Reflect on your current athletics culture

- Does current policy communicate a desire to help or a requirement to punish — and policies that are inclusive?
- Do individuals from minoritized and marginalized groups trust that concerns about discrimination will be taken seriously?
- Do members of your athletics community have the knowledge and skills to develop an athletics culture that is strictly based on empathy, intentionality, empowerment and inclusiveness?

Is this all communicated regularly and consistently?
What is a culture of care in athletics?

What type of environment sets you up for success?

When are you at your most successful?
Individual
Security – to feel safe
Belonging – to feel part of things
Continuity – to experience connection
Purpose – to have a goal to aspire to
Achievement – to make progress toward goals
Significance – to matter as a person

Relational
Mentorship
Nurturing

Managerial/Organizational
Respectful
Balanced
Mindful Attention
And the Goal.....
Create a culture that:

• Encourages student-athletes to be their **TRUE SELVES** and supports **REACHING THEIR POTENTIAL**
• Fosters **HUMAN DEVELOPMENT**
• Facilitates and exemplifies **INCLUSION**
• Provides opportunity for effective **PREVENTION & EDUCATION**
What can this look like?

Does every member of the athletics department...

• know that they will receive support if they are struggling with gambling or substance misuse?
  • **Example**: Train athletics staff in mental health/substance abuse literacy and standardize referral processes

• trust that they will receive support if they report victimization?
  • **Example**: Mandate coach training in skills re: responding to sexual violence (e.g., Coaches Assist)

• Does current policy communicate a desire to help or a requirement to punish and policies that are inclusive?
  • **Example**: Revise sanctions to prioritize rehabilitation over punishment
Best practices to develop a culture of care

• Find out how you and athletics department match up to what the definition of culture of care is at present time (again and again)
• Look for resources (they’re all over the place)
  • NCAA tool kits
  • NCAA SSI Coaches Assist for Empathic Communication
  • IPAHW
  • NCAA Office of Inclusion (e.g., annual inclusion forum)
• Be intentional and promote what the definition of culture of care really is
To improve the **health and wellness** of all athletes through the translation of prevention research to **effective programs, policies, and practices.**

http://athletewellness.uncg.edu
Developing a comprehensive health promotion plan for student-athletes

Social Ecological Model for Health Promotion
Developing a comprehensive health promotion plan for student-athletes

- **Departmental or Team Policies**
  - Interaction between athletics and organizations resources external to the campus
  - Interaction between athletics and departments internal to the campus

- **Policy**
  - e.g., 3 strike rule, 24-48, dry season

- **Community**
  - e.g., attend conferences/meetings like APPLE of Diversity & Inclusion, IPAHW

- **Organizational**
  - e.g., Making known campus protocols, collaboration with other campus offices

- **Interpersonal**
  - e.g., Coaches Assist for Empathic Listening (NCAA SSI), myPlaybook Discussion guide

- **Individual**
  - e.g., myPlaybook, Step Up!

- **Student-athlete, coach, administrator cognitions**
  - (e.g., alcohol use norms)
Who can be enrolled?

The Freshman Experience is available at no cost to first-year student-athletes at NCAA member schools.

While the curriculum is designed specifically for first-year student-athletes, transfer student-athletes may also access the program at no cost.
myPlaybook™

80,420 Courses registered to date
49,146 Courses completed to date
48,720 Student-athletes registered to date
35.6% of NCAA member institutions have engaged with myPlaybook: The Freshman Experience

128 DI schools
114 DII schools
152 DIII schools
Core Modules:
Alcohol & Other Drug Prevention
Sexual Violence Prevention
For more information about myPlaybook, contact Abby Bass at abby@preventionstrategies.com