



Program Development

Level I
Coaching Education and Training Program



This program is made possible through a
generous grant from the
Craig H. Neilsen Foundation

Established in 2002, the Craig H. Neilsen Foundation is the largest private foundation dedicated to improving the quality of life for those living with spinal cord injury (SCI), by supporting innovative program services, specialty training and research on effective therapies, interventions and treatments, leading to a cure. Today, the Foundation funds SCI scientific research (basic, translational, clinical and psychosocial research); quality of life programs; postdoctoral and SCI medicine fellowships; and other projects to support the SCI community throughout the United States and Canada.



Presentation Objectives

- Understand the basic tenants of program development and athlete recruitment and retention
- Understand the role of sport in activities of daily living (ADL)
- Understand the need to promote participation in other sports and activities









Athlete Recruitment

- Awareness
 - There is still a need to make people aware on the NWBA.
- Where
 - Schools
 - Rehabilitation Centers
 - VA Medical Centers
 - Park Districts
 - Other Sports
 - Stand Up and Adapted
 - Disability organizations
 - The general community



The image displays a collection of logos for various organizations. At the top left is the official seal of the Department of Veterans Affairs, United States of America, featuring an eagle with wings spread. To its right is the National Recreation and Park Association logo, which is a green circle containing stylized figures of people and a tree. Below the VA seal is the USA Wheelchair & Ambulatory Sports logo, showing a stylized athlete in a wheelchair. To the right of that is the NWSA logo, featuring a stylized figure on a bicycle. Further right is a large black and red 'Y' logo. At the bottom left is the United States Olympic Committee logo, which includes the American flag and the Olympic rings. To its right is the USA Paralympics logo, featuring the word 'USA' in large red letters above 'PARALYMPICS' and the Paralympic symbol. On the far right is the NWBA logo, which is a blue and red circle containing a white silhouette of a person in a wheelchair.

- Awareness
 - There is still a need to make people aware on the NWBA.
 - Where
 - Schools
 - Rehabilitation Centers
 - VA Medical Centers
 - Park Districts
 - Other Sports
 - Stand Up and Adapted
 - Disability organizations
 - The general community
- 



The NWBA was established in 1948 and is the oldest and largest disability sport in the United States. Given that, there are still a handful of states that do not have wheelchair basketball programs and many that have only one or two. Thousands and thousands of eligible players who do not know about wheelchair basketball. It is our collective job to make people and potential player aware of the NWBA and the services it provides.

Athlete Recruitment

- Who
 - Anyone with a permanent lower extremity impairment
- First Contact
 - Provide an appropriate opportunity to try wheelchair basketball
 - What are some characteristics of appropriate?



Often a potential new player's first contact with your team is coming and watching practice. Coaches should be careful how they include new players into a team's practice that includes experienced players with skill levels well above the new player. New players often will compare their skills to the talent of veteran player and become discouraged feeling that they "could never play like that." What they to be reassured of is all players started as new players.

Athlete Retention

- You found athletes, now what?
 - Make it FUN
 - Secure resources
 - \$\$\$\$
 - Facilities
 - Equipment
 - Transportation
 - Competent coaches and volunteers
 - Board of Directors, Parents Advisory Committee, etc
 - Competitions
 - Develop a PROGRAM, not just a team



The NWBA has a number of resources on our website to assist new team, coaches and volunteers.: www.nwba.org

Many NWBA teams are currently stand alone basketball teams, however many teams have also grown into larger community programs offering off-season activities including wheelchair softball, track and field, and swimming.

The NWBA National Office can assist teams in developing the proper program structure including Board of Directors, team bylaws, non-profit status.

Program Development

- The most successful teams in the NWBA have stood the test of time because the leaders developed a program, not a team



- Incorporate link to independent living (ADL)
- Encourage participation in other sports: softball, swimming, tennis, racing...
- Leadership through service culture



Program Development

- The most successful teams in the NWBA have stood the test of time because the leaders developed a program, not a team
 - RECRUIT, RECRUIT, RECRUIT
 - Athletes
 - coaches
 - volunteers
 - sponsors
 - Partners/community involvement



Summary

- Athlete recruitment is a 24/7/365 endeavor
- The key to athlete, coach, and volunteer retention is making the program FUN!!
- Your program is an opportunity to create independence within your players
- Encouraging participation in other sports and other programs will **strengthen** your program
- If you strive to develop a program and not just a team, your program will serve generations

