

Johns Hopkins
Global Obesity
Prevention Center

Laureus
Sport for Good
Foundation USA

New Orleans
Sport for Community
Coalition



COACHES, YOUTH & COMMUNITY HEALTH:

An Inside Look With VPOP New Orleans

(Virtual Population for Obesity Prevention)

BUILDING A VIRTUAL CITY ▶

GIVEN THE CRITICAL ROLE COACHES PLAY IN YOUTH SPORTS, Laureus Sport for Good USA (Laureus USA) is prioritizing support for coaches across New Orleans to promote sustainable physical activity opportunities for youth. However, observing and quantifying the community and health impact of increasing coaches through long term studies often requires substantial time, effort and resources. That is why Laureus USA partnered with the Global Obesity Prevention Center (GOPC) at Johns Hopkins, which used its Virtual Population for Obesity Prevention (VPOP) platform to develop a virtual city of Orleans Parish to explore the impact of prioritizing support for coaches.

This virtual city includes virtual school aged youth, their households, schools, neighborhood parks, playing fields, sports and physical activity programs and coaches. (Think “SimCity” for youth sports).

Every simulated day, the virtual youth move around New Orleans, perform daily activities, and make decisions about their involvement in sports. Like real people, these virtual people can gain and lose weight, depending on how much exercise they get. In this model, coaches influence the capacity of sports programs which can influence a youth’s decision to participate. This model is useful to decision makers in real time; it demonstrates potential changes to youth participation rates in physical activity programs as well as other health benefits of increasing coaches.

TRAINED COACHES

Laureus USA believes that trained coaches are best equipped to provide high quality experiences for youth, and that this is essential to recruiting and retaining youth in physical activity programs.

Trained coaches field a set of competencies that enable them to:

- build relationships among participants
- foster positive team cultures
- teach and improve relevant skills

As a result, trained coaches drastically increase participant retention rates and enhance overall participant experience. Up2Us Sports rigorously trains coaches in Orleans Parish on sports-based youth development to transform lives.

IMPACT



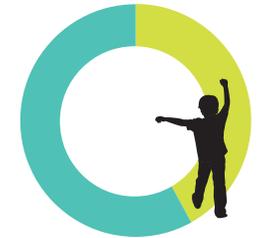
Currently, there are approximately 1,760 coaches across Orleans Parish



Currently, approximately 59% of youth participate in sports and physical activity programs in Orleans Parish (approximately 40,000 youth)



On average, youth are physically active for 25 minutes a day



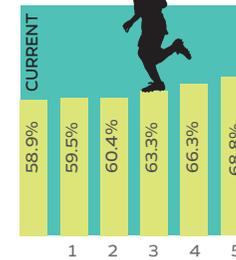
Current overweight and obesity prevalence across the population is 41.7%

5%

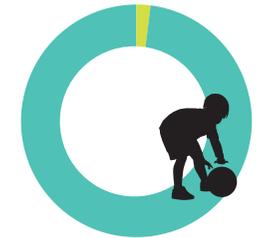
Increasing the percent of coaches across all programs in Orleans Parish by 5% each year for 5 years (adding approximately 100 coaches a year) results in:



10% increase in youth participation across the population (approximately 8,500 youth)



Youth participation each year



1.5% reduction in overweight and obesity prevalence across the population (approximately 850 fewer overweight and obese children)

10%

Increasing the percent of coaches across all programs in Orleans Parish by 10% each year for 5 years (adding approximately 215 coaches a year) results in:



25% increase in youth participation across the population (approximately 19,200 youth)



Youth participation each year



3.1% reduction in overweight and obesity prevalence across the population (approximately 1,740 fewer overweight and obese children)



What is the impact of providing high quality sports based youth development training to all coaches on youth participation in physical activity and obesity prevalence in Orleans Parish?

What is the impact of providing additional administrative and financial support to coaches across Orleans Parish?

How does youth physical activity participation change if the number of parks/safe places to play in the community increases?

How does youth overweight/obesity change if there is an increase in the number of city public transportation routes available during afterschool hours?

◀ EXAMPLES OF FUTURE EXPLORATION WITH VPOP

Acknowledgements:

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 **JOHNS HOPKINS**
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