



USA KIDS TRI

PHOENIX, AZ

ENCOURAGING YOUTH PARTICIPATION
IN THE SPORT OF TRIATHLON



Every child should have the opportunity to be active and experience the joys of multisport.

We can transform lives through
swim, bike, and run.

USA Triathlon aims to grow youth triathlon/multisport by introducing the sport of triathlon in schools, as well as connecting students to triathlon coaches, clubs, and races. USA Kids Tri is a grassroots youth program in select target markets with the goal of introducing youth to triathlon/multisport and help them live more healthy and active lifestyles.

THE MULTISPORT DIFFERENCE

One of the unique facets of multisport is its ability to influence and impact an athlete in many areas across their life. Youth retention in the sport is critically low, in part because for too long we have focused our efforts on introducing youth to the sport by encouraging them just to race.

While this approach has been effective with adults, it falls short in developing the social and emotional connections vital to creating a lifelong affinity for multisport for kids. We haven't built a community of support around our young athletes in the form of clubs and teams, school programs, and casual meetups.

Creating more consistent opportunities for kids to engage in our sport by practicing and participating with their friends will lead to the fun-filled unforgettable moments that stay with them for a lifetime. When the activity becomes intertwined with their routines, friends and interests, it becomes a passion.

- ★ Training not only keeps athletes active, but can also teach them lessons about discipline and perseverance, nutrition and recovery
- ★ Community is a vital part of the multisport journey for kids as it builds friends, role models and mentors, and develops a sense of belonging
- ★ Racing allows for kids to have a competitive outlet while also providing an opportunity to learn about sportsmanship and fair play





THE FRAMEWORK FOR USA KIDS TRI

The tenets of *USA Kids Tri* include learning, developing skills, competing and building community, and the multisport fundamentals and health and wellness education are built around the American Development Model (ADM).

ADM is a concerted effort between the United States Olympic & Paralympic Committee and its sport National Governing Bodies to apply long-term athlete development principles in a way that creates early positive experiences for youth athletes across all sports by promoting sustained sport participation.

- ★ Supports universal access and opportunity for all athletes
- ★ Encourages participation in multiple sports versus early specialization
- ★ Promotes the establishment of a fun, challenging and engaging atmosphere through quality coaching at all levels

Triathlon is the ideal sport for ADM as the ability to compete in three sports prevents kids from specialization, which can lead to overuse injuries, social isolation, and burnout, helps develop skills that transfer across different sports and life situations, and provides valuable learning opportunities as kids adapt to the distinct techniques and training requirements for each sport.

USA Triathlon built a specific triathlon-focused ADM framework that outlines eight stages: Active Start, Fundamentals, Learn to Train, Train to Train, Learn to Compete, Train to Compete, Train to Win, and Triathlon For Life.

ELEMENTS OF USA KIDS TRI

The **USA Kids Tri** national youth program includes four important elements that introduce multisport in an established setting and format, elevate community connections to provide best-in-class resources, bolster existing race formats with proven records of success and enable kids from low-to-moderate income households engage with the sport in a way that works for them and their families.

- ★ Host multisport afterschool programs and clinics at local community centers
- ★ Connect athletes with youth-centric coaches and clubs to participate in afterschool multisport programs
- ★ Compete at a local youth triathlon with your friends
- ★ Stay involved in the sport by getting connected with a triathlon club in your area



PHOENIX AFTER-SCHOOL MULTISPORT PROGRAMS

An after-school multisport program introduces kids to the sport and gives them the tools to participate for years to come. It will include multisport fundamentals and skill development, health and wellness education, and the opportunity to participate in a unique race experience. All students will receive a USA Triathlon Youth Annual Membership for **FREE!**

AFTER-SCHOOL PROGRAMS

USA Kids Tri will connect with local YMCA's, Boys and Girls Clubs, Community Centers, etc. to host triathlon afterschool programs 1-2 times a week. Arizona State University Triathlon Team Members and Project Podium Athletes will lead the triathlon programs at local community centers to introduce the sport of triathlon to new athletes and help them develop their skills before race day

COMMUNITY CONNECTIONS

USA Kids Tri will host pre-race triathlon clinics for all athletes wanting to dive deeper into the sport of triathlon. These full day clinics will take place on weekends with ASU and Project Podium Triathletes. At the clinics athletes will develop their swim, bike and run skills and well as learn about what to do on race day.

JOINING CLUBS

Athletes will have the opportunity to connect with local multisport clubs in the area. Clubs are an excellent way for athletes to stay engaged with the sport of triathlon after the duration of the program and be part of a triathlon community. If there are no clubs in your area, USA Triathlon will help start a club for athletes to be able to continue training and racing with their friends for years to come

PHOENIX AFTER-SCHOOL MULTISPORT PROGRAMS

PARTICIPATING IN A RACE

Participating in a youth triathlon race provides kids the basic elements of triathlon and gives them a taste of the unique sense of accomplishment that comes with finishing a multisport event.

Whether it's utilizing all three disciplines of swim, bike and run, a combination of any two disciplines, or creating a 3-person relay team, multisport gives every student the opportunity to cross the finish line. These events expose kids to the multisport lifestyle in a fun, exciting, and safe atmosphere, introduce them to prerace and post-race activities, and create an opportunity to participate with friends and meet other youth athletes.

All athletes participating in the after school programs will have the opportunity to try their first multisport race at the Rip Roar Kids Spring Break Triathlon.

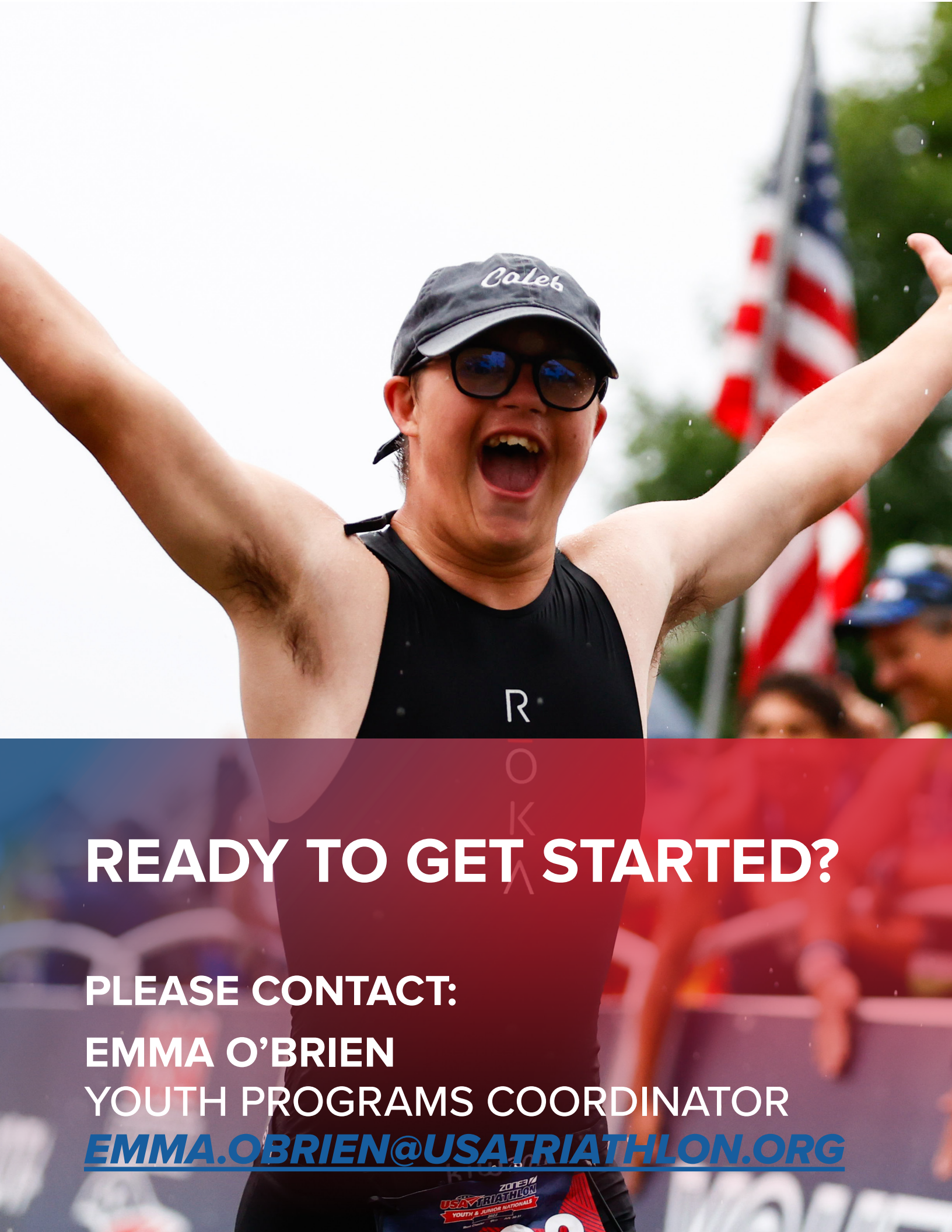
USA KIDS TRI - PROGRAM BENEFITS

BENEFITS TO YOUTH

- ★ Exposes youth to a new sport they might not have known about or had access to in the past
- ★ Teaches goal setting in sports and academics
- ★ Encourages youth to live a healthy lifestyle
- ★ Connects youth to multisport opportunities in their area such as afterschool programs or clubs
- ★ Free USA Triathlon Youth Annual Membership for all students

VALUE TO MULTISPORT COMMUNITY

- ★ Introduce more youth to the sport of triathlon
- ★ Create an entry point to our sport for youth of all backgrounds and interests
- ★ Increase visibility and participation at local triathlons
- ★ Connect clubs and coaches to new potential members/clients
- ★ Integrate triathlon into school physical education curriculum



READY TO GET STARTED?

PLEASE CONTACT:

EMMA O'BRIEN

YOUTH PROGRAMS COORDINATOR

EMMA.OBRIEN@USATRIATHLON.ORG