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# Project SCORE! A Deliberate Approach to Teaching Positive Youth Development Through Sport

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## Background

- Sport has the ability to develop performance, participation and personal development (3 P's)
- Organized youth sport can be an ideal setting for personal development but must be deliberate
- Positive youth development (PYD)
- Coaches identified as 2<sup>nd</sup> most influential adult after parents
- Coaches acknowledge that teaching personal development is important and many report not knowing how to teach these skills

Côté, Strachan, & Fraser-Thomas, 2008; Côté, 2015; Erickson et al., 2008; Fraser-Thomas, Côté, & Deakin, 2005; Holt, 2008; McCallister et al., 2000; Mulholland, 2008; Pettipas et al., 2005



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## A guiding framework

- **4 C's of positive development**
  - **Confidence**
    - Positive sense of self-worth & self-efficacy
  - **Competence**
    - Positive view of one's actions
  - **Character**
    - Respect for societal rules; sense of right/wrong
    - Empathy and sympathy for others
  - **Connection**
    - Bi-directional positive bonds with others

Côté, 2015; Lemer, 2005; Vierimaa et al., 2013



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## Project SCORE! Development

- **Phase 1** - Development of the website ([www.projectscore.ca](http://www.projectscore.ca)) and Ethical approval
- **Phase 2** - Pilot testing
- **Phase 3** - Edits to site & Recruitment
- **Phase 4** - Research with Project SCORE!
- **Phase 5** - Evaluation



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## Research with Project SCORE!

- **Coaches Perceptions of Project SCORE!** (Strachan, MacDonald, & Côté, in press)
  - Took some time away from training (i.e., skill development)
  - Valuable and coaches did see growth in athletes
  - Personal development for coaches "helped to make a connection with athletes...it helped me to make them better people"
  - Positive parent reaction to the program
- **Mini U Instructors and Project SCORE!** (Hobday et al., 2014 NASPSA conference)
  - Small increase in sport participants' initiative
  - Time too short but observed increases in effort and attitude of youth and personal growth for instructors




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## Research with Project SCORE! con't

- **Youth Experiences with Project SCORE!** (Strachan, MacDonald, & Côté, abstract submitted to SCAPPS)
  - Positive changes in Personal and Social Skills, Goal Setting, and Initiative
- **Think Aloud Protocol to Evaluate Project SCORE!** (MacDonald et al. - poster accepted for the Petro-Canada Sport Leadership conference, November 2015)
- **Improving Project SCORE!** (Kristjanson et al. - poster accepted for the Petro-Canada Sport Leadership conference, November 2015)




## Implications and Conclusions

- Personal development can be easily implemented and integrated across all types of youth sport programs
- Project SCORE! is a free tool that coaches can use to encourage deliberate PYD delivery
- Creating more positive sport programs may help youth to persist in sport and fulfill the role of sport (i.e., 3 P's) in a more holistic way



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