

**Volume 1. The New Perspectives Series**

# **Find Solutions to Today's Youth Sports Challenges**

**How to Overcome Barriers to Realizing  
Sport's Possibilities**



**DAVID CANNING EPPERSON, PH.D.**



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Alliance Publications  
19855 Southwest Freeway, Suite 220  
Sugar Land, TX 77479

Phone (281) 207-1070  
Fax (281) 207-1071

Designed by



## The Opportunity Expanding Sports Collection

This is one in a series in the Opportunity Expanding Sports Collection. Each volume addresses issues related to the challenges of creating opportunity expanding team communities. These booklets are aimed at accomplishing three objectives:

- To inspire you to reflect on whether your current way of playing your sports parenting role is having the desired results.
- To provoke discussion between you, athletes, coaches, and other parents about how you can work together to create an opportunity expanding team community.
- To challenge you to consider taking actions that will lead to the pay-offs you seek from your investment in your children's life in sports.

Most parents have not yet considered the full range of benefits to their children and their families from their sports programs. They have not been challenged to expand their consciousness, values, attitudes and skills so that they can become Savvy Sports Parents. In the main, parents have not been inspired to:

- Engage in self-assessment to discover the level of development of their ability to manage the inevitable frustration and anger that arises in the normal course of athletic competition.
- Explore alternative solutions to common challenges in their team community that take attention off individual performance and place it instead upon achieving benefits for everyone - parents, athletes and coaches
- Complete an analysis of those factors that interfere with their own ability to become deeply involved in what they are doing in their team community,
- Develop a plan of action for facilitating the dreams of their sports mates - the parents, athletes and coaches on their children's team.
- Develop a design for a team community that can open up opportunities for parents, athletes and coaches to be inspired, empowered and

unified through their relationships with one another and by commonly overlooked growth-enhancing features of the sports scene.

- Develop a plan for promoting mutual support among parents, athletes and coaches in their team community.
- Identify those features of today’s team communities that need “fixing” and take actions to repair the “defects.”
- Develop strategies for initiating reforms in school and youth sports that will enhance the sports experiences of everyone who follows.

It is necessary for those with a vision of contentious-free and opportunity expanding sports to discover strategies that inspire parents to invest in equipping themselves to become involved citizens in their team communities. These outcomes will only occur when the consciousness of parents is awakened about what they need to do to prepare themselves to become Savvy Sports Parents.

This collection of booklets has been prepared to help parents:

- A. Understand And Seek Solutions To Today’s Youth Sports Challenges** (The Sports Challenges Series)
- B. Maximize Possibilities For Athletes, Coaches, Parents, Teams, Schools, Families and Communities** (The Sports Possibilities Series)
- C. Develop The Habits Of A Savvy Sports Parent** (The Parent Development Series)
- D. Support The Professional Development Of Coaches And Sports Administrators** (The Coach Development Series)
- E. Promote The Development Of One’s Own Children And Their Teammates** (The Athlete Development Series)
- F. Actively Contribute To Team Development** (The Team Development Series)
- G. Become Activists In The Enhancement Of School And Youth Sports** (The Sports Enhancement Series)
- H. Develop an Opportunity Expanding Perspective On School and Youth Sports** (The New Perspectives Series)

The values and principles of an opportunity expanding vision of sports guide the analysis and recommendations found in this collection. By gaining an appreciation of how you can contribute to the enrichment of school and youth sports you will be better equipped to be a contributing citizen in your children’s team communities.

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# 1

## Contrasting Visions of Good Sports

Among that small percentage of parents who have given serious thought to what sports for children can become, I have identified three basic types of critics of the status quo: There are those who have determined that sports for children have strayed from their traditional function, that is, to build character, and needs to return to performing its primary mission. Their criticism remind us that sport no longer is successful in developing a commitment to traditional American values, such as, honesty, loyalty, respect, and responsibility. They point to the “poor role models” that college and professional sports leaders tolerate as evidence that sport is in decline and is failing to perform one of its most important functions. These are the **reactionary critics** of today’s sports programs for children. They are the ones who have been successful in getting Michael Josephson’s *Victory with Honor* program adopted by many school sports programs across the nation. These critics are proactive and are dedicated to bringing back those virtues that no longer prevail in the world of sports for children.

Also there are those with a vision of sports for children who are less concerned with the values being promoted than with the effectiveness of the sports feeder system to produce elite athletes who can perform at the world-class level. The vision of good sports that emanates from the Olympic movement guides proposals for creating a feeder system for college, professional, and Olympic teams. These critics want to create school and youth sports systems that identify elite athletes at an early age and get them into high quality training programs with the best possible coaches and training facilities. Our national governing sports bodies articulate this particular vision of good sports as they tool up to “go for the gold.” Sports governing bodies are motivated by the Olympic Committee’s reward and recognition policies that encourage them to install youth sports programs that can identify and train athletes with world-class potential. This Olympic vision of elite sports, perpetuated by the high profile college and professional

sports communities have tended to tolerate a “win at any cost” approach to sports that has found its way into school and youth sports. This elite perspective has inadvertently filtered down through the sports system and has profoundly impacted sports programs at the college, school, and youth sports levels. It would seem reasonable to conclude that the greatest amount of intellectual energy being devoted to creating a vision of good sports comes from what I am calling **conservative critics** of sports for children. Many parents who invest in thinking about what sport can become tend to use the familiar images and language employed by the sports media. The members of the media feel they need to remain focused on elite athletes in order to attract the interest of readers, listeners, and viewers.

So far we have identified two visions of good sports that seem to be the predominant basis for criticism of today’s sports. The public debate about sports is guided by a vision of sports that perceives the need to promote traditional values, or by a vision of good sports that focuses attention on the need to produce champions who can successfully represent our nation in international competition, populate the professional ranks, and attract crowds to collegiate stadiums and gyms.

A vision of sports for children that seems most consistent with the requirements of the times is one that places emphasis upon creating sports programs that empower children, strengthen families and enliven communities. This vision of sports grows out of what can be called a **progressive critique** of sports. This critique is progressive in that it recognizes the legitimate issues raised by both reactionary and conservative visions of good sports, but concludes that the remedies offered by these critics fail to recognize the expressed needs and preferences of children, families, and communities.

This family-friendly perspective on sports for children is expansive in that it provides direction for taking advantage of the unrealized potential of sport. It calls for going far beyond building character and winning world championships. This is a vision of sport that sees parents, athletes, and coaches exercising their citizenship responsibilities by supporting one another. It sees good sports prevailing when everyone is deeply involved in what they are doing and closely connected to one another in ways that bring out the best in everyone. It is a vision that requires a commitment to a process for accomplishing what it is parents, athletes, and coaches decide they want to achieve rather than to achieving a predetermined outcome, such as building character or winning gold medals. It is an open, family-friendly

perspective that allows for the involvement of parents and athletes as well as coaches in establishing goals and roles for sports programs.

## Toxic Fallout From Professional Sports

*“This is it, for all the marbles. Sitting in the house, I’m loading up the pump, I’m loading up the Uzi. I got a couple of (9mm). I got a couple of joints with silencers on ‘em. Just loading up clips, couple of grenades. Got a missile launcher with a couple of missiles. I’m ready for war.”*

**Kevin Garnett**, following an altercation with Sacramento King’s Anthony Peeler in a playoff game in 2004 in which Peeler was ejected and suspended and Garnett fined.

Sport by its every nature is an aggressive activity that provokes strong emotional responses from athletes, coaches, parents and spectators. In another era, when sport was not engaged in intense competition with other forms of entertainment and recreation, the natural aggression of sport was channeled by norms that prevented it from turning savage. Instead, aggression was expressed on the playing field in a manner that added to the competitive spirit of the event without getting ugly. Since sport has become big time entertainment, rather than simply a test of skill and will, the American public has embraced “in-your-face sports” as its national pastime. We now demand that sports be confrontational, even bloody, to appeal to the worst in us. Some would say that sport is now staged in a modern day coliseum where the townspeople gather to witness today’s version of the gladiators. Is it because sport attracts individuals with a great deal of hostility, or is it that we, as a population of sports enthusiasts, demand that our “gladiators” perform their roles according to the new in-your-face rules? Do spectators condemn aggressive, boorish behavior on the playing field, on the sidelines and in the bleachers? No, to the contrary, they tend to egg on combatants on the playing field, excusing boorish coaches as they charge up and down the sidelines challenging every call by the officials, and spectators who sound off in obscene and disrespectful ways. How do these standards that prevail in the world of entertainment sports impact the climate of school and youth sports.? Is there toxic fallout that we need to guard against and shield our children from, if

sports for our children are going to realize their potential of uplifting our spirits, enriching our lives and bonding us together as families and communities?

When Kevin Garnett was publicly criticized for the “war words” cited at the beginning of this article, Sacramento center, Brad Miller — who’s sparred with Garnett at times during this playoffs series — poked a little fun. “I’m bringing my shotgun, my bow and arrow, my four-wheel drive truck and four wheelers and run over him. It’s going to be the ultimate battle. He’s a warrior, and that’s how I like to play when I step between the lines.” Miller’s retort, while intended as humor, has to be understood as an endorsement of the code of conduct that prevails in professional sports “Anything it takes to win,

Garnett’s coach, Flip Saunders, going to his defense, said Garnett used a “poor choice of words,” but attributed them to his competitive nature. “Anyone who knows him knows he has great passion for the game,” Saunders said. It is this version of sport that is being offered as a model young boys and girls.

Are the kinds of verbal threats that we heard from the NBA MVP simply “for show,” just as they have been for decades in boxing and more recently in WWF wrestling, or is this a significant shift in the spirit of athletic competition that reflects what is happening in so many of our social institutions. Is this shift the result of a world where sport has become an entertainment industry rather than excursion into enchantment? Does this open display of anger and disrespect reflect a general decline in civility that pervades all of our institutions? Or does it reflect the “dog-eat-dog - survival of the fittest” culture of the Ghetto, where the pent up aggression and anger of young African-American males is given expression in the ritualized in-your-face “Streetball Culture.” One could argue that sport is one of the few routes for impoverished minorities to find a sanctioned avenue for the expression for their anger? Or is the shift in sports a symptom of our times? Are we producing a generation of athletes who are unequipped to demonstrate control over their emotions? The behavior of some high profile athletes would suggest that they have developed little ability to gain control over their impulses. For many of us involved in school and youth sports we see their inability to control themselves, regardless of its source, to be having toxic influences. School and club athletes are imitating the in-your-face behavior of professional sports heroes. The coaches of young athletes seem to feel that they have the same rights to express their anger on the sidelines. And many parents who are accustomed to expressing themselves freely at professional games feel

entitled to bring that behavior into the bleachers when their children are competing.

Is this toxic fallout from professional sports something parents should be concerned about? I think so.

# 3

## **Just Say No To Sport When It's Magic Is Lost**

Many observers of youth and school sports are reporting that the games our children are playing too often reflect the edgy in-your-face practices we witness all too frequently on TV sports. Does the presence of browbeating coaches, taunting athletes, and out of control parents signal that sport is losing its magic?. Sport loses its magic when the natural aggression that makes sport engaging turns savage. It loses its magic when it is no longer able to inspire, educate, and unite. And most importantly, sport loses its magic when it ceases to be fun for parents, athletes, and coaches. When sport is no longer fun parents need to ask some hard questions. They need to ask whether sports are providing support for the values you hold dear. Far too many parents discover that their children's participation in the culture of sport subverts efforts to raise caring and considerate children.

You and millions of families like yours, all across the nation, make a big investment in sports for your children. It is not simply the \$150 Nikes, or the cost of maintaining and operating the family van. I am referring to the time, energy, and money that the entire family invests in maintaining citizenship in the world of sports for children. At some point every family needs to ask the question, "Is the investment really paying off." If not, is it time to say no to sports?

Sport is like any other investment. You stand a better chance of earning a return on your investment when you take the time to carefully research the risks you are taking. In addition, before you commit your precious resources (your time and your children's time) you need to systematically review the factors that are influencing your rate of return and the growth of your "human capital."

Sport can reap great returns when you do your homework and when you take the time to carefully attend to how your investment is performing. The difference between the stock market and sports is that when you are in the market you are at the mercy of forces over which you have little or no control. Whereas, in sports, as an investor in your children's sports communities, you are in a position to influence

the extent to which your investment is paying off. You can make a difference, a big difference, if you are prepared to play a prominent supportive role for your children in sports.

By being a proactive parent you not only can influence how your children respond to the challenges of sport. You can also impact the culture of your children's sports programs so that your entire family has a good experience. Unlike the stock market, your efforts can actually shape the values, standards, and social climate of your children's programs. By being a proactive parent you can influence the payoff for your children and your family of your investment in sports.

As a sports parent you have the choice of turning your children over to a "portfolio manager," that is, a coach, who will gladly take your resources (children) and do with them what he or she feels is in their best interest. Typically their interests in your children are focused and narrow. Their attention is typically upon the performance of the team, not upon the general development of your children. Do we really feel that coaches know what is in the best interest of our children?

As a sports parent you have both the right and a responsibility to monitor your family's investment in sports. You can ensure that sport does not lose its magic to inspire, educate, and unify if you are prepared to be there for them.

I need to make it clear that I am not endorsing the intrusive behavior of self-serving parents who make life for the coach, their children, and the other parents miserable. The pitch I am making is that sport offers an unusual opportunity to stay connected to your children in ways that are not often available in our busy world. Our crazy schedules, with moms going in one direction, dads in another and our children in still another, limit our chances to provide the support they deserve as they make choices about the type of person they want to become. Life in the world of children's sports allows relationships with your children to grow in ways that allow you to remain a major 'impactor' in their lives. If you yield to a "portfolio manager" to guide the personal and moral development of your children, you will have passed up very special opportunities to ensure that your children are able to experience the magic of sport. Our children deserve the very best, and we can make sure that that they are allowed to use sport to inspire, educate, and unify.

# 4

## **Shortcomings In Today's School and Youth Sports**

I have identified the following twenty shortcomings of today's school and youth sports.

1. The failure of athletes, coaches, and parents to manage their frustration. There is too much brow beating by coaches, taunting and tantrums by athletes, thoughtless intrusions by parents, and disruptive behavior by spectators.
2. The damage done to the psychological well being of athletes by thoughtless coaches and parents.
3. Coaches and parents who do not listen to young athletes, who cannot resist the urge to evaluate, probe, advise, and interpret.
4. The tendency to over-emphasize tough, male achievement-oriented values and to under-emphasize tender, female relationship-oriented values.
5. The failure of coaches, parents, and athletes to build a collaborative sports community with active participation by athletes, coaches, and parents.
6. Opportunities squandered to strengthened family ties and community bonds.
7. Opportunities squandered to renew the spirits of athletes, coaches, and parents.
8. Opportunities squandered to teach life lessons
9. Opportunities squandered to promote character development.

10. The transformation of youth sports from being a child-driven to an adult-driven activity.
11. The overemphasis upon sports in the lives of too many young athletes that prevent them from developing a balanced life.
12. The failure to accommodate the special needs of the single parent family.
13. The overemphasis upon winning.
14. The overselling of the advantages of earning athletic scholarships.
15. The failure of coaches to create a climate that encourages athletes to take charge of their lives. Typical command and control leadership styles cause athletes to become dependent upon others to pace their lives.
16. The failure to provide equal opportunity for women.
17. The failure of athletes and coaches to assume citizenship responsibilities in the larger sports community. They tend to insulate and isolate themselves from the rest of society.
18. The failure to break down racial barriers.
19. The failure to promote social maturity. Too many athletes remain in an adolescent state well into adulthood.
20. The failure to eliminate the economic barriers to participation in sports.

By becoming aware of these shortcomings of school and youth sports parents can take initiatives to begin to limit their impact on efforts to form opportunity expanding team communities.

# 5

## **The Contentious Sports Syndrome**

By all accounts, sports programs for children are failing to take full advantage of the opportunities provided everyone in the team community. Sports are capable of doing much more for our children, families, schools and communities. Well-orchestrated sports can:

- Empower the actors in the sports drama - parents, athletes and coaches
- Create opportunity expanding team communities that enrich the lives of all of the actors
- Promote school and club spirit
- Strengthen families, and
- Bring communities closer together

The ability of sport to provide these benefits is compromised by what I am terming the epidemic of the *Contentious Sports Syndrome*. This epidemic, which is infecting school and youth sports, detracts from sport's ability to provide parents, athletes and coaches with opportunities to thoroughly enjoy their experiences, become totally engaged in the life of their teams, and to find meaning in their shared experiences. When schools and clubs fail to offer the opportunities I have identified above it is a sports opportunity constraint. Breakdowns occur when parents, athletes and coaches have not been challenged to reflect upon how they can get the most out of their sports experiences and fail to take full advantage of sport's possibilities.

A lack of awareness of sport's possibilities and a trained tolerance for contentiousness is allowing school and youth sports to be dominated by the values and traditions of the entertainment sports industry. This unintentional "takeover" of the culture of sport by the

professional sports establishment is perpetuating entertainment sports values at the school and youth sports levels. These imports too often result in lost opportunities for parents, athletes, coaches, schools, families and communities to realize sport's possibilities.

The presence of toxic influences in sports does not cause most parents, athletes, coaches and administrators enough discomfort to bring the problem of contentiousness into their consciousness very often. It's like air pollution. Most of us are convinced that air pollution is truly a problem, but we have learned to live with it, even as we witness it getting worse. The quality of air declines gradually, so we are not alarmed. Few people are critically impacted by foul air (mainly those suffering from respiratory disease) just as only a few parents, athletes, coaches and administrators are painfully impacted by contentious sports. Few, if any of us are concerned enough about pollution to do anything to solve the problem, mainly because it does not hurt enough. Even when researchers and medical experts warn us of the problem (raise our consciousness), we pay little attention. We do not do anything about it because it seems like a problem over which we can exercise little or no control. How then are we going to overcome this significant barrier to addressing the problem of the Contentious Sports Syndrome in school and youth sports?

By sharpening our vision of what sport can become will make it possible to energize families and communities to take actions to inspire schools and clubs to adopt policies and practices and create sports traditions that are more attuned to the requirements of the times. We can certainly make better use of the resources that are being invested by the families of the nearly 40 million young athletes playing sports in America, and the thousands of schools, clubs and communities that are administering sports programs for children. These staggering statistics about the numbers of children and adults involved in school and club sports indicate that nearly one in every three Americans is currently invested, at some level, in school or youth sports either as athletes, coaches, administrators, officials, sponsors, parents, grandparents or spectators. What a shame it would be to squander the opportunity we have to expose millions of people, of all ages, to the promise of an expanded vision of sports. It is hard to find another arena where common meanings can be established that knit diverse populations of Americans together. There are few opportunities for three generations to connect in today's world that come close to comparing favorably with the opportunities for engagement, enchantment, enrichment, and connection offered families by school and youth sports.

It is totally unacceptable to allow an activity that belongs to all of us, one that has the capacity to contribute to the common good, to be held captive by a self-serving entertainment sports industry. Unfortunately, while there is some grumbling about browbeating coaches, taunting athletes and out of control parents and fans, in school and youth sports most people have come to accept, even celebrate, the values imported from the professional sports community. In spite of an occasional protest about the craziness observed in professional sports, entertainment sports remain contentious-filled and opportunity-limiting. The pros are not in the business of promoting the personal development of coaches, athletes or spectators, nor do they feel responsible for strengthening family ties through sports, nor do they set out to bond members in their community through sports. However, this bonding does, in fact, occur incidentally because of the high profile professional sports enjoy in their franchise cities. The bottom line for pro teams is that they provide a “quality product” that will attract fans to their games.

The commercial sports industry delivers a product that is guided by the belief that “conflict is drama.” Professional sports leaders rightly understand that if they are going to attract paying customers they need to foster conflict and allow spectators, coaches and athletes to act out their frustration and aggression, within limits of course. The media love to amplify, embellish, and celebrate every conflict in professional sports. They write and talk about any manner of conflict, from that which arises from a front office that is negotiating contracts with the players’ unions, to confrontations on the playing fields, to the hushed up egomaniacal disputes among players in locker rooms, to the night clubs and bedrooms where every confrontation involving a professional athlete is blown out of proportion, whether it be felonious assault or rapes, drunk driving, steroid use, drug use, philandering, or minor domestic disagreements. These incidents are highly publicized for everyone to enjoy. Whether these episodes help or hinder professional sports is not entirely clear.

I am not suggesting that there is a conspiracy by franchise owners who secretly gather to map strategies for spreading the contentious sports epidemic. Leaders of professional sports are typically community minded, ethical, well-intentioned people who are simply taking actions to make their games as engaging as possible so that they can satisfy shareholders who expect a good return on their investment. However, the entertainment sports industry is attracting fans to their arenas by using contentious acts as marketing tools. Obviously they have concluded that in order to draw spectators and fans it is not enough to simply highlight the virtuosity of their enormously gifted athletes or

to hype the festive and communal nature of their competitions. It seems as though they have concluded that they need to appeal to the dark side of human nature in order to get people through the turnstiles so that they can pay the outrageous salaries headliners demand and still have a little left over for the shareholders.

Nearly everyone is prepared to acknowledge that an epidemic of contentiousness is infecting large numbers of school and youth sports programs. If we are to stem the tide of toxic sports practices occurring on the playing field, on the sidelines and in the bleachers it will be necessary to take the following actions:

1. Understand the causes of the Contentious Sports Syndrome.
2. Craft practical plans for reaching agreements among parents, athletes and coaches about how they are going to create contentious-free team climates.
3. Mobilize parents, athletes and coaches to work together to come up with strategies for how to bring about changes in policies and practices that govern life in their team communities.
4. Select well thought out team enhancement activities in schools and clubs that provide opportunities for parents, athletes and coaches to work together to create contentious-free team communities.

Like so many other social ills, cures cannot be legislated by governing bodies. The people who are most affected need to be initiators of strategies for guarding against disruptive conduct. This does not mean we should wait around until there are massive crises in school and youth sports that produce a groundswell of discontent before we take initiatives to head off actions that produce casualties. While an epidemic of contentiousness has spread from the professional level to school and youth sports, there is still time for the consciousness of parents, athletes and coaches to be raised to a level where they recognize the costs of continuing along the present path.

This booklet is being offered as a tool for taking steps at the grassroots level, that is, at the level of the team community, to recruit parents, athletes and coaches to assume responsibility for taking initiatives to change the course of their school and youth sports. Sport has the potential to inspire, empower and unify. Unfortunately, the

path we have taken, one driven by the needs of the entertainment sports industry, limits the possibilities of sport. This path has also made it legitimate to engage in contentious acts in the service of entertaining spectators.

I have advanced recommendations to stimulate discussion that will allow team communities to discover ways of getting sports for children on a more fulfilling track. It will not be easy to discover actions that team communities can take to halt the spread of the syndrome. However, by reviewing and evaluating potential actions team communities can take, parents, athletes and coaches will be better prepared to work together to enhance their shared experiences. Members of team communities are the ones who are the perpetrators and guardians of the culture of sport that establishes standards for governing their relationships. Neither government agencies, nor sports governing bodies, nor schools or clubs can be effective in legislating changes in the culture of team communities. The culture of each team community becomes what parents, athletes and coaches make it. These agencies, governing bodies and organizations can, however, stand ready to support grassroots initiatives to change the values used to guide relationships between parents, athletes and coaches. They can stand behind teams that condemn such actions as browbeating coaches, taunting athletes, and out of control parents.

The recommendations I have advanced need to be reviewed by the primary stakeholders at the grassroots level, that is Parent-Athlete-Coach-Teams (PACT), not only by schools, clubs, governing bodies or community agencies. As parent-athlete-coach teams work together to review the recommendations I have advanced they will discover that it is in everyone's best interest to form team communities that value inspiration, renewal, growth, and the strengthening of families and communities as well as victory. The quest for victory is indeed an essential feature of sport. It is what makes sports exciting and engaging. But I am convinced that when parents, athletes and coaches become more fully aware of the unrealized potential of sport, they will demand that their schools, clubs, sports governing bodies and community agencies direct their energies and resources to supporting efforts to provide everyone involved with opportunities to realize their sports dreams. These will, of course, include dreams of being crowned champions, as well as dreams of being equipped to take advantage of opportunities for enchantment, engagement, enrichment, and connection through sports experiences. The prospects of these expanded dreams being realized are greatly improved when team communities are formed

to arrive at what they really want to get out of their investment in sports.

Contentious acts, such as browbeating, taunting, and reckless emotional outbursts, interfere with sport's ability, 1) to inspire parents, athletes and coaches, 2) to allow them to become deeply involved in what they are doing so that they can be renewed by their shared experiences; 3) to provide opportunities to learn new things that will enrich their lives beyond sports, and 4) to strengthen social bonds within the team community, the family and the community. Contentious acts, in whatever form they take, reduce opportunities for parents, athletes and coaches to enjoy the rich benefits of sport.







# Find Solutions to Today's Youth Sports Challenges

## How to Overcome Barriers to Realizing Sport's Possibilities

"A lack of awareness of sport's possibilities and a trained tolerance for contentiousness is allowing school and youth sports to be dominated by the values and traditions of the entertainment sports industry. This unintentional "takeover" of the culture of sport by the professional sports establishment is perpetuating entertainment sports values at the school and youth sports levels. These imports too often result in lost opportunities for parents, athletes, coaches, schools, families and communities to realize sport's possibilities."



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