

Group Community Development Project

RTM 300

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What is the issue at hand?

The issue is that our society doesn't have enough effective recreational programs to motivate youth and families to have a healthy lifestyle that involves exercise and eating right. As a result children have become lazy, obese, and uneducated on this growing unchecked epidemic.

How will we address this issue?

We have a plan to offer a dependable community program that shows kids the importance of physical activity through play and recreation in order to live a longer more healthy life.

Max Sports Recreation

Mission Statement: To develop and define the next generation through a fun, positive, and safe environment where youth can learn from hands on recreational experiences.

Vision: To bring out the best in our youth and provide them with the skill's, knowledge, and experience to give them the best opportunity to overcome obstacles and succeed in life.

Program Goals

- To reach out to the community
- To give an opportunity for a positive and safe place for after school
- To give opportunity
- To give confidence
- To begin a tradition
- To create a place for rising youth to polish their skills

Program Objectives

- We want to build consumers
- To be a house hold name
- To involve not only our community but the inner city as well
- To set our expectations high and accomplish what we offer in a professional manner
- Give the opportunity for growth and maturity to youth
- To create skills for the individual to obtain and use throughout their entire life

S.W.O.T.

Strengths:

- Experienced Personnel
- Special Skills
- Experience Leadership
- Great Communication
- Motivators
- Exclusive
- Quality Occurrence

Weaknesses:

- New Business
- Lack of Familiarity
- Lack of Consumer Awareness
- Competition

Opportunities:

- National Awareness
- Develop the Right Skills for our Youth
- Succeed in a Unique Market
- Dominate The Competition
- Strengthen our Relationship with our community

Threats:

- YMCA
- Boys and Girls Club
- Little League Camps
- Private Companies
- High School/College Coach's

Age Groups

- ▶ Main program aimed at kids ages 11-17
- ▶ Also includes after school program ages 5-10

Program Includes:

- ▶ Attending various sporting events
- ▶ Arranging our own sporting games
- ▶ Visits to nearby parks for games
- ▶ Visits to nearby school theaters/art centers

- ▶ Monthly family event days
- ▶ Monthly community service projects- rewards for hours include concerts

- ▶ After school program/day car for kids aged 5-11, located at various schools
- ▶ Employment opportunities for kids old enough to work

Locations!

- ▶ Various LA County Area centers:
- ▶ Dodger Stadium
- ▶ Rose Bowl
- ▶ Coliseum
- ▶ Staples Center
- ▶ Home Depot Center
- ▶ Local parks and schools
- ▶ Main offices- LA Live area



How will we enrich the quality of life?

- ▶ It provides social opportunities, cultural activities, special events, parks, trails, lakes and facilities in which provides recreational activities.
- ▶ It provides a fun and relaxing activity though active participation in leisure movements.
- ▶ During the warmer seasons, parks provide many activities for people to enjoy.

How will we contribute personal development?

- ▶ Becoming involved with recreational activities contributes to personal growth and development.
- ▶ Recreational programs provide children and youth to explore and establish their personal value.
- ▶ Youth participation in recreational activities helps increase their self-image and decreased levels of emotional distress.

How will we make the community a better place?

- ▶ We hope to decrease future community vandalism and crime rates which will in the long-run improve the physical environment and make the community a more attractive place to live and visit.
- ▶ We hope that the change in the youth's opinion and views of the environment through organized community beautification projects will help their future decision making as leaders in society be positive and constructive for the environment

How will we prevent antisocial uses of free time?

- ▶ By offering young people constructive and enjoyable recreational opportunities we hope through our program to prevent and reduce antisocial or destructive uses of free time, such as delinquency or substance abuse.
- ▶ Through our program we hope to influence young people in choosing the right life and career paths in which they will improve their chances of being successful and productive as a citizen in society.

How will we strengthen community ties?

- ▶ Making the neighborhood a better place
- ▶ keep children off the streets
- ▶ keep children in shape off the TV.
- ▶ provide jobs to the youth of the community

How will we accommodate people with disabilities?

- ▶ Serve the whole community including populations with both physical and mental disabilities
- ▶ Specially trained workers will be available for needed assistance

How will we help maintain the economy?

- ▶ Provide advertising opportunities for local companies/ stadiums we use for locations
- ▶ Names like Pepsi, Toyota, Staples, Gatorade, Volcom, Dickies, Nike
- ▶ Provide employment opportunities for youth who are old enough

How will we enrich community culture?

- ▶ The art center part of our program promotes fine and performing arts, and allows expression through music, dance, theater, arts, and crafts, which take place in various places
- ▶ Visiting various museums and parks also promotes the local culture in the community

Low-energy Expenditure & Our approach to combating it.

- The average American child spends several hours each day watching television; time which in previous years might have been devoted to physical pursuits. (Dietz & Gortmaker, 1985)
- Obesity is greater among children and adolescents who frequently watch television, not only because little energy is expended while viewing but also because of concurrent consumption of high-calorie snacks. (Ross & Pate, 1987)
- Only about one-third of elementary children have daily physical education, and one half of parents of elementary school children never exercise vigorously. (Ross & Pate, 1987)

Low-energy Expenditure & Our approach to combating it.

- We provide children with a safe, healthy environment for them to engage in physical activity and improve their overall quality of health.
- While most studies of children have not shown exercise to be a successful strategy for weight loss unless coupled with another intervention, such as nutrition education or behavior modification (Wolf et al., 1985).

How will we promote health and safety?

- ▶ All activities and functions will be supervised by certified and trained individuals to ensure safety
- ▶ Kids will learn how to keep healthy by keeping active and involved
- ▶ Youth will learn training when they are old enough to become volunteers or employees

Focus Group Survey

1. What is your age? Check only one. 2. What is your gender? Check one only.

13 14 15 16 17 Female Male
18 19 Other. _____

3. How many times a week, do you participate in physical activities?
Check one that applies the most.

☐ 1-2 per week 3-4 per week 5-6 per week 7 per week

5. How much time in a day is it necessary for you to participate in physical activities? Check one that applies the most.

15-29 min. 30-44 min. 45 min. to 1hr. More than 1 hr.

6. What type of physical activities do you participate? Check all that apply.

Basketball Baseball Gymnastics Track and Field
Football
Tennis Soccer Hiking Swimming Other. _____

7. How far would you travel to do physical activities? Check one that applies the most.

5-15 min. 45min to 1 hr. 16-29 min. 30-44 min. 1 hr.
Other. _____

8. Would you attend a physical activities event that you could be a part of? Check one only.

Yes No Maybe

9. Why do you believe physical activities are important?

10. How do you keep yourself motivated to do physical activities?

Bibliography

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