



October 10, 2012

Re: Special Olympics Online Coaching Resources Launch

From: Annette Lynch, Senior Manager, Sports Partnerships with Emphasis on Coaching Excellence, SONA & Amie Dugan, Director, Marketing and Communications, SONA

To: SONA Sports and Marketing and Communications Program Contacts

Special Olympics is thrilled to announce the launch of two break-through online education resources for its coaches, aimed at improving the quality and consistency of Special Olympics' coaches training worldwide. Special Olympics partnered with two leading sport coaching education providers: American Sport Education Program (ASEP) and the National Federation of State High School Associations (NFHS) to develop and deliver Special Olympics-customized online courses that meet entry-level and continuing education certification requirements for Special Olympics coaches.

Through the ASEP-offered [Coaching Special Olympics Athletes](#) online course, coaches will develop a better understanding of how people with intellectual disabilities learn and how they participate in sports. The course offers an overview of the coaching principles and successful techniques involved in working with Special Olympics athletes, as well as practical ideas that can be used during coaching.

The NFHS-offered [Coaching Special Olympics Unified Sports®](#) course helps coaches understand and implement the most successful coaching strategies for this very special mix of teammates. The course features an introduction by former NFL quarterback, and Special Olympics supporter, Kurt Warner.

These courses represent much-needed web-based alternatives to traditional in-person trainings and are a tremendous step forward in our ongoing commitment to providing quality coaches education. Special Olympics PDF resources are referenced throughout the course, along with photos, audio, video, and narrated presentations.

We hope your Program will leverage its various communications channels to make all coaches and potential coaches aware of these exciting resources. To assist you in those efforts, we have created and provided an array of resources for your Program to use.

RESOURCES

The following resources are available for your Program's use at

http://resources.specialolympics.org/Topics/Regions/Region_North_America_Resources.aspx

Press Release: Launch of Courses

Link to article on SOI website

Direct link to ASEP Coaching Special Olympics Athletes course

Direct link to NFHS Coaching Special Olympics Unified Sports course

Suggested copy for Program websites, newsletters, communications

Suggested social media copy for Programs

ASEP Flyer (PDF): Coaching Special Olympics Athletes

ASEP logo (JPEG)

ASEP Coaching Special Olympics Athletes splash page graphic (JPEG)

NFHS logo (JPEG)

NFHS Coaching Special Olympics Unified Sports splash page graphic (JPEG)

Link to ASEP Coaching Special Olympics Athletes training webinar recording for Programs

Link to NFHS Coaching Special Olympics Unified Sports training webinar recording for Programs



QUESTIONS?

For questions regarding the new online courses, content, or coaches education in general, please contact Annette Lynch, Senior Manager, Sports Partnerships with Emphasis on Coaching Excellence, SONA, alynch@specialolympics.org

For questions regarding suggested copy for communications and/or accompanying graphics, please contact Amie Dugan, Director, Marketing and Communications, SONA, adugan@specialolympics.org

ABOUT OUR PARTNERS

American Sport Education Program (ASEP)

The American Sport Education Program (ASEP) is the leading provider of youth, high school, and elite-level sport education programs in the United States. Rooted in the philosophy of "Athletes first, winning second," ASEP has educated more than one million coaches, officials, sport administrators, parents, and athletes. For more than 30 years, local, state, and national sport organizations have partnered with ASEP to lead the way in making sport a safe, successful, and enjoyable experience for all involved. For more information on ASEP sport education courses and resources, call 800-747-5698, e-mail ASEP@hkusa.com, or visit www.ASEP.com.

National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.6 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information about the NFHS, visit www.nfhs.org. Access and order NFHS Coach Education courses at www.nfhslearn.com.