



Partnerships for Wellness Opportunities Toolkit

Special Olympics, Inc. – Updated April 2014

This toolkit is designed to equip Special Olympics Programs with several promising practices learned from the Programs participating in the Healthy Communities initiative. The “Partnerships for Wellness Opportunities” toolkit outlines ways your Program can collaborate with local organizations and businesses to provide year-round opportunities for wellness for people with intellectual disabilities.

Special Olympics





Partnerships for Wellness Opportunities

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I. Project Planning

The project planning section of this guide will help you identify and analyze the health needs faced by your athletes/population, develop an objective and activities to address the needs, budget for what it will take to implement, and measure and report on your success.

We encourage you to make an effort to include athletes in every stage of the planning process. Consider bringing together an “athlete council” to gather input and guide the design of your project. Athletes have keen insight into the health problems they face as well as ways these problems can be addressed. Additionally, getting athlete buy-in early in the project will encourage their participation once the project has begun.

Problem analysis

An important way to improve athlete health is to prevent health issues before they occur. Lifestyle and behavior changes can help athletes reduce their risk of future health problems. By partnering with relevant organizations, you can provide your athletes with the education and opportunities they need to prevent health issues like obesity, heart disease, tooth decay, malaria, and other problems they face. Wellness is about prevention and empowering athletes to change their behavior and make decisions that lead to a healthier life, and with the help of partners, you can give them the tools they need to be successful.

It is important to note that Special Olympics (SO) views a wellness opportunity as more than just a one-time health education event such as a Family Health Forum or athlete cooking class. A wellness opportunity must be a more than one event and must allow for two-way communication between the athletes and facilitators as well as active engagement of the athletes to reinforce the healthy behavior. Research shows that behavior change is more likely to occur if participants are actively



engaged in the materials and provided with opportunities to practice what they have learned. For example, if your wellness opportunity is malaria prevention, athletes could practice using a bed net with facilitators and be provided with a bed net to use at home. Facilitators might visit homes periodically or conduct follow-up sessions to make sure athletes remember the basics of malaria prevention and are using the bed nets correctly. A weight-loss wellness opportunity would logically involve engagement in physical activity such as walking clubs or ongoing exercise classes.

To begin, think about the health and wellness issue that is most urgent for your athletes. For example, 60% of adult SO athletes globally are overweight or obese, so obesity will be an important wellness concern for many Programs. However, all Programs are unique and you should consider locally relevant health issues facing your athletes (e.g. malaria, HIV/AIDS, water and sanitation). There are a number of factors related to improving the health and wellness of your athletes that may or may not be present in your Program. Before selecting your focus issue and designing your project, it is a good idea to learn as much as you can by analyzing your Healthy Athletes data, looking at available research and reports, and getting input from athletes, coaches, caregivers and other stakeholders. Each of these stakeholder groups can give you valuable insight into your problem and potential solutions. If you do not know how to access your Health Athletes data, contact your Regional Healthy Athletes Manager.

Once you have determined the health issue you would like to address, you should attempt to identify the root causes of this problem rather than just the symptoms. Many problems are more complex than they might appear on the surface, and an in-depth understanding of the problem and its causes and effects is important in order to have a successful project. The root causes are what you should tackle if you want a sustainable, long-term impact on the health of your athletes.

For example, you might choose to focus on the fact that 75% of your athletes are overweight or obese. Why are so many of your athletes overweight or obese? As you analyze your problem, you discover that many of your athletes don't engage in physical activity outside of their Special Olympics practice. Why not? They think sports practice is enough exercise to prevent obesity. Why do they think this? They don't know that they need to engage in physical activity multiple times each week. This is a root cause, and a high rate of obesity is a symptom.

Here are a few tools that might help you in your problem analysis:

- 1) Problem tree analysis (odi.org.uk/publications/5258-problem-tree-analysis)
- 2) But Why? technique (ctb.ku.edu/en/table-of-contents/analyze/analyze-community-problems-and-solutions/root-causes/main)

When considering how best to develop wellness opportunities for your athletes, some concerns might include:

- 1) Lack of awareness of available resources (e.g. facilities, equipment, supplies)
- 2) Lack of funds to access resources



3) Facilities are not welcoming and inclusive; staff does not know how to interact with people with intellectual disabilities (ID)

4) Logistical challenges (e.g. transportation, escort for athlete)

5) Poor understanding of the importance of wellness and disease prevention

Objective and activities

Once you have a comprehensive understanding of your problem and its causes, you are ready to start designing your project. To begin, develop an objective that represents the change you are hoping to see as a result of your project. Your objective should be SMART (specific, measurable, achievable, relevant, and time-bound). Once you have your objective, you can begin selecting activities that address the earlier identified root causes and will ideally lead to achievement of your objective.

Write down a list of activities that need to be accomplished to enable you to achieve your objective. Try to be specific and list them in order of what needs to be done and when. When selecting activities, try to focus your efforts so that you can achieve the desired impact. Consider limiting your activities to a certain health message, specific target audience, and/or a defined geographic location so you can see and measure a real impact on the health of a group of athletes rather than trying to expand your reach too far and risk having no impact. Look for measurable success that can be expanded and brought to scale later.

Be sure to involve athletes in the implementation of your project. For wellness opportunities, below are a few ways athletes might participate. You might recruit athletes as health leaders to:

- Deliver health education to their peers
- Lead exercise clubs or classes
- Encourage their peers to participate by presenting on available wellness opportunities during sports events
- Attend partnership discussions and share about their experiences at SO and Healthy Athletes
- Manage or oversee a component of the project

Sample objective and activities:

Sample Objective: Engage 100 athletes in a nutrition and fitness program resulting in at least 75% of the athletes losing weight and 50% reducing their weight by at least 5%.

Sample Activities:

- Recruit 100 athletes to participate in the project



- Recruit experts (nutritionists and fitness trainers) and partners to assist in implementing the project
- Develop a 6-month fitness and nutrition program including individual meal plans
- Monitor and evaluate changes in weight and health indicators on a bimonthly basis

Monitoring and evaluation

You must be able to measure the impact of your project in order to know how successful you were, make improvements in future projects, and satisfy the requirements of your donors and partners. During the planning phase, you should select an indicator or multiple indicators that you will measure to show whether you are on your way to achieving your objective, and at the end of the project, whether you have achieved your objective.

For example, if your objective is “Engage 100 athletes in a nutrition and fitness program resulting in at least 75% of athletes losing weight and 50% reducing their weight by at least 5%” then your indicators would be:

- Number of athletes participating in the program
- Percentage of athletes participating who lost any weight (number of those who lost weight divided by total number of participants)
- Percentage of athletes participating who reduced their weight by at least 5% (number of those who lost at least 5% of their weight divided by total number of participants)

These indicators are what you want to track to know whether your project was successful at achieving its objective. For these indicators, you would need to measure the baseline weight of participants and then take this measurement again at the end of the program. You also should measure baseline height of participants in order to calculate BMI. Capturing data on athlete health status or behavior prior to and after your wellness opportunity is essential for measuring how health status, behavior or knowledge has changed as a result of participation. If you anticipate a physical change in the appearance of the participants, you might also want to take photographs of participants before and after the program.

Budget

Your budget should reflect what it will cost to implement your project. In many cases, partners can offset some of these costs, allowing you to do more with your resources. Try to find partners who are willing to provide what you need at no or low cost to your Program. Partnerships also increase the likelihood that your project will be sustainable and extend beyond the grant period.

When developing your budget for your wellness opportunity, some expenses to consider include:

- Facility rental



- Advertising for participation (e.g. printing flyers)
- Stipends for speakers
- T-shirts and meals for volunteers
- Transportation
- Nutrition and physical activity logs for athletes
- Supplies for interactive education (e.g. healthy snacks, pedometer, soap for hand washing demonstrations)
- Program staff time

II. Implementation Process

1) Identify existing opportunities and secure partners

What's included:

- Survey existing wellness opportunities and potential partners
- Engage potential partners
- Schedule initial partner discussions
- Establish partnership agreements

Begin by thinking about what you want to achieve in your project and how partners might contribute. There are many organizations that offer wellness opportunities to the general population, and you should **survey these existing opportunities** to see which ones align with your objective and which organizations would find mutual value in a partnership with your Program. Partners can contribute to a project in many ways: expertise in health topics, volunteers for events, research partners, resources such as facilities or supplies, adaptation of their current programs to include SO athletes and others with intellectual disabilities (ID), etc.

Make sure you are looking for partners who are experts in their field and whose programming and materials are evidence-based. Partners may include government organizations, universities, other not-for-profits, fitness or recreation centers, or private companies at the local, regional, and national levels. Your Clinical Directors and volunteer health professionals are excellent resources for finding partners. As you compile your list of potential partners, keep track of important information, including the organization name, website, mission, point(s) of contact (POCs), and any additional details that will help you prioritize the list and create your engagement strategy. See Attachment A for a sample partner list.



Once you have developed and prioritized your partner list and received input from others in your Program or region as appropriate, consider the best way to **engage potential partners**. Finding opportunities to connect with partners through your personal network is always best, but don't be afraid to make a thoughtful cold call or send a sincere, tailored email or letter to the appropriate contact at that particular partner organization. If possible, try to schedule an in-person meeting at a location convenient to your potential partner early in the discussions. If you cannot visit the partner in-person, seek out their LinkedIn account or Twitter handle to enhance your virtual relationship. Building rapport early will facilitate communication, understanding, and commitment. See Attachment B for tips on meeting with potential partners, Attachment C for research and references to help make your case to potential partners or donors, and Attachment D for a sample email template and telephone script.

When a potential partner expresses interest in collaboration, move quickly and **schedule initial partner discussions**. The goals of the initial meeting should be to discuss shared goals and objectives, roles and responsibilities, and the overall vision and future for the partnership being established. During this meeting, 1) share information about the program history, impact, and needs, focusing on shared interests and using stories to convey a sense of urgency; 2) discuss potential scenarios for collaboration, including the scope, timing, and location; and 3) decide on initial plans, identify next steps, and establish lines of communication for future discussions. Within a week of the meeting, send a follow-up email to the partner thanking them for their consideration and/or commitment, including a list of action items and timeline. The specifics of these action items will vary greatly depending on the objective and activities of your project.

Once all of these details have been decided, you may want to **establish partnership agreements** to formalize the commitment—either through a high level written agreement or a more formal memorandum of understanding (MOU). Many collaborative efforts evolve over time, so use your discretion to determine the level of formality needed to nurture your partner relationship while protecting you and your partner before, during, and after care delivery. See Attachment E for an example MOU.

2) Design or adapt materials and recruit participants

What's included:

- Evaluate existing materials
- Engage experts in design or adaptation
- Promote opportunities among athletes and recruit participants
- Secure and train volunteers

Once you have you have established your partnerships, it is time to work with your partners to plan your wellness opportunity. This stage in the implementation of your project will depend on your objective and activities. In many cases, your partners will have health education materials,



presentations, wellness programs, or other resources that they are willing to share for use with your athletes. If a component of your partnership is the sharing of resources, you will need to **evaluate existing materials**, determine the level of adaption necessary, and identify what additional materials need to be created. **Engage experts in the design or adaptation** of materials as necessary. You might find these experts through your partner, within your Program (staff or health volunteers), or in your community. Take the time to produce quality materials and have them reviewed by your partner, others in your Program, and by your athletes. A good source of materials and training tools for various health topics and programs is the Resources page at *resources.specialolympics.org*.

Next you need to **promote your event or wellness program** among athletes and others who will be involved, such as caregivers and coaches. Be sure to advertise in advance and use a variety of methods to spread the word, such as during regular meetings, email communications, announcements at sports events, etc. Many types of wellness opportunities will require support from volunteers, and you need to **secure volunteers** with enough time to make sure they are adequately trained and prepared, if necessary. It can be beneficial to engage athletes or others with ID who already meet together on a regular basis such as individuals living in a group home or members of a team.

3) Conduct event/program, capture data and monitor progress

What's included:

- Measure baseline
- Send a media advisory to alert media about the event/program
- Monitor progress and adjust as necessary

Capturing data on athlete health or behavior prior to and after your wellness opportunity is essential for measuring how health status, behavior or knowledge has changed as a result of participation. Before your event or program starts, make sure to **measure the baseline** of whatever indicator(s) you are tracking in your monitoring and evaluation plan. If you anticipate a physical change in the appearance of the participants, it is also valuable to capture photographs of the participants before and after the program. Ideally, the same pose and background should be used to allow for easy comparison.

Depending on your partnership agreement and the sensitivity of your event or program, consider **sending a media advisory** in advance to invite the media to experience Special Olympics health programming first hand. The timing and content of your media outreach will vary based on the outlet. For example, a traditional news magazine may need a few months lead time to accommodate their editorial calendar. Also, providing as many resources as possible to the media will increase their interest. Do you have a compelling athlete story that you can include? Can you



provide access to athletes or volunteers for interviews? Think about what you might be able to provide and how you can make your story more compelling and easier to produce for journalists.

Once your wellness activities begin, be sure to **monitor progress and make adjustments** to your program as necessary. If you conduct the first of a few planned wellness and health education events, and you realize that the event could be improved by making changes to the messaging, message delivery, interactive demonstrations, logistics, etc. feel free to make necessary changes for future events. Or if your athletes are participating in a longer-term wellness program and you recognize that health status, behaviors, or knowledge are not improving, consider holding a meeting with your partners to discuss necessary programmatic adjustments. Please remember that health changes take time and it may be more than a month before noticeable health improvements.

4) Evaluate and recognize partners

- Capture data and compare to baseline
- Recognize partners
- Schedule partner update or debrief
- Record VIK contribution

At the conclusion of the event or program, **capture data and compare to your baseline**. To measure a change in health status, behavior or knowledge as a result of participation in your event or program, you will need to measure the same indicator(s) that you measured in the beginning. Be sure to also capture qualitative data, including inspirational stories and feedback/suggestions from participants. Arm yourself and/or your team members with a camera and digital video recorder, and interview the athletes, caregivers, and other participants. This content can be used for a later pitch to media and to share the best stories with your internal network and with the wider Special Olympics Movement. Be sure to have a few copies of your Program's model release form on hand and keep track of the signatures you receive. See Attachment F for advice on how to tell compelling stories about your health activities.

As soon as possible after care delivery, **recognize your partners** for their contributions to your athletes. Here are a few ways to recognize your partners:

- Present them with a Certificate of Appreciation (see template in Attachment G) and/or Special Olympics gear (e.g., T-shirts)
- Distribute a press release with photos of participants (see example in Attachment H)
- Post the story on your website and social media channels
- Submit your success story to Special Olympics International for posting on national media channels

(specialolympics.org/Stories/Share_Your_Stories_about_Special_Olympics.aspx)



- Send thank you notes with pictures of healthy, happy athletes

Exceeding partner expectations through thoughtful coordination and recognition will help leave a positive impression and position your Program for sustained engagement.

The final step in the process is to **schedule a debrief meeting** with your partner(s) to discuss lessons learned, share the data you captured, and begin planning for future collaboration. If appropriate, **record their value-in-kind (VIK) contribution** for year-end reports.

III. Examples from the Field

Program: Special Olympics New York

Title: Getting Fit with the YMCA

Focus: Physical Activity

Partners: YMCA of Greater Rochester

Contact: Onolee Stephan, Director of Community Health Programs for SONY,
ostephan@specialolympics.org

SO New York's athletes have higher rates of obesity than the national SO average, and the Program knew it had to do something to help its athletes achieve or maintain a healthy weight. SO New York (SONY) teamed up with the YMCA of Greater Rochester (Y) to bring more physical activity and wellness opportunities to individuals with ID through a multi-faceted partnership. The YMCA pledged to recruit SO athletes through Healthy Athletes events, offer free trial memberships, train its staff in creating a welcoming and inclusive environment, and ensure that cost would never be a barrier to membership for SO athletes.

After identifying obesity as its most important health issue, SONY searched for organizations with evidence-based weight loss programs who might make good partners. Rather than create its own program for athletes, SONY wanted to take something that was already existing and figure out a way to adapt it for SO athletes. The YMCA seemed like a good fit for many reasons: it has numerous locations in Rochester, it has evidence-based health programs offered in partnership with organizations like Livestrong and the American Diabetes Association, and it has a goal of including everyone in the community but wasn't currently reaching out to people with disabilities.

SONY requested a meeting with the YMCA and was able to get an audience with the president and other senior staff by involving SONY's most important supporter, someone who carries a lot of weight in the community. The presentation included an overview of SO, Healthy Athletes, and the need for wellness opportunities for SO athletes. Once the president agreed to partner, SONY



worked directly with the health programs person at the YMCA to discuss the details of the partnership.

As part of the partnership, SONY and the YMCA are developing two types of trainings: one for Y staff on creating an inclusive and welcoming environment for people with ID, and a training for group home staff on the importance of physical activity for people with ID, how to register at the Y, how to encourage athletes to participate, etc. These courses are currently in development during regular meetings between staff from SONY and the Y.

- Program:** Special Olympics Wisconsin
- Title:** Manitowoc County Miracles Health Club
- Focus:** Physical Activity and Nutrition
- Partners:** YMCA, Manitowoc County Health Department, Copps Grocery Store
- Contact:** Jessica Chuckel, Healthy Communities Project Director for SO Wisconsin, jchuckel@specialolympicswisconsin.org

SO Wisconsin (SOWI) empowered its local offices, with both programmatic and financial support, to develop their own health and wellness programming based on the needs of their athletes. The office in Manitowoc County chose to expand its physical activity and nutrition offerings with the help of partners like the YMCA, the local health department, and Copps grocery store. Over six months, Manitowoc athletes participated in a bike and walking club, group yoga, presentations on healthy nutritional choices, and a “Biggest Loser” weight loss competition.

When this project started, SOWI Manitowoc already had a biking club where athletes and Unified Partners met weekly to bike the path along Lake Michigan. Rather than create something new, the staff capitalized on this existing club and expanded it to include more types of physical activity and nutrition. Calling themselves the Miracles Health Club, members met once a week for a ride or walk to Subway, a healthy meal, and then a ride/walk back to the start. Athletes were motivated by the team atmosphere and the chance to spend time with their SO friends outside of sports practice.

The Manitowoc County Health Department and the local YMCA (Y) had both received grants to make the county healthier, so partnering with them was a natural and easy fit for all parties. The head volunteer at SOWI Manitowoc reached out to staff at both organizations and explained how working with SO fit with the goals of their organizations and their recent grants.

Located right along the biking/walking path, the Y provided a tour of its facilities for SO athletes in the Miracles Health Club and offered memberships along a sliding price scale so that cost would not be a barrier for athletes. Once the relationships with the local Y was established, SOWI Manitowoc



asked for space to hold meetings and special workout sessions, and the Y provided a beautiful room for their use. The Health Department provided speakers for education sessions on nutrition-related topics and organized a tour of Copps grocery store to teach athletes how to shop for healthy food. When weather was too bad to bike or walk, athletes did group workouts or yoga classes at the Y. The partners also participated in a Family Health Forum and education fair for athletes and their caregivers, reinforcing the messages they heard while participating in the club.

To get more club participants and increase motivation, SOWI Manitowoc created a “Biggest Loser” competition for athletes and Unified Partners. Participants sent in their measurements at the start and end of the 6-month competition. The winning athlete lost 18 pounds and the winning volunteer lost 44 pounds. SOWI Manitowoc is planning a competition next year with meetings and weigh-ins at the Y.

IV. Tips/Recommendations

- 1) Partnerships are stronger and more sustainable when they are mutually beneficial. Research potential partners and find ways that you can help them achieve their mission and goals. The YMCA of Greater Rochester wanted to include everyone in the community but needed help reaching people with ID, and they also wanted to receive a formal accreditation for work with people with disabilities. Partnership with SONY would help them achieve both of these things.
- 2) When looking for partners, research what groups in the community are already doing for the general population and work with them to include your athletes. SOWI realized that the Health Department and YMCA had grants to promote wellness in the community, and so partnering with SOWI was an easy sell.
- 3) To strengthen your partnerships, include partners in a variety of ways rather than just one event. Asking them to participate in multiple events increases their support because it gives them more opportunities to interact with athletes and the organization.
- 4) If you have a supporter who is very influential in your community, consider asking him or her to attend early partnership discussions. His or her presence might encourage interest and commitment from the high-level staff of the potential partner organization.
- 5) If possible, find someone in the partner organization who can act as a strong internal champion for SO. An advocate on the inside can make sure they stay committed to the partnership.
- 6) When designing your project, make sure you get input from athletes about their ideas to address health concerns. It has been a challenge for SONY to get athletes to participate in activities at the Y, perhaps because the initiative was led by SONY staff rather than athletes.



7) Changing people's thoughts and perceptions around physical activity and nutrition takes a long time. You shouldn't expect instant success based on just one program or one event. It's better to do a variety of activities and education events with the same messages, and to reach out to the caregivers of athletes in addition to the athletes themselves. The nutrition and physical activity habits of SO athletes are influenced at least in part by their family members and others in their networks.

8) Transportation can be an issue for some athletes. Consider providing transport or holding events near where the majority of athletes work, live, or attend school. In Manitowoc, many SO athletes work at the same location and the Program is considering hosting wellness activities there in the future.

9) Combining health and fun is a great way to motivate athletes. For the next round, SOWI Manitowoc is considering having a culminating event in Chicago to give the athletes a fun, unique experience. This will likely increase the number of athletes participating in the club.

Attachments

Attachment A: Partner List Sample

Attachment B: Tips for Meeting with Potential Partners

Attachment C: Demonstrating Impact Presentation

Attachment D: Email Template and Telephone Script

Attachment E: MOU Example

Attachment F: Telling Your Story

Attachment G: Certificate of Appreciation Template

Attachment H: Press Release Example

Tools/Resources

1) SOWI Certificate of Participation

Attachment A: Partner List Example

Organization	Mission	POC/Contact Info	Notes
Houston Cy-Fair Lions Club http://www.houstoncy-fairlions.org/	To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.	Theresa Casey 281-686-4614	National Partner



<p>Texas State Optical http://www.tso.com/</p>	<p>Offer patients convenient locations, qualified Doctors of Optometry and a complete line of competitively priced eyewear that is fashionable and functional.</p>	<p>http://www.tso.com/content/contact-us www.twitter.com/tsonetwork</p>	
<p>LensCrafters http://www.lenscrafters.com/</p>	<p>Help people see life a little more clearly in a way that's easy, friendly and fun.</p>	<p>LensCrafters, Inc. 4000 Luxottica Place Mason, OH 45040 877-753-6727</p>	
<p>Oculus http://www.oculus.de</p>	<p>Focus on progress – to develop sophisticated technology-based instruments of the highest quality and providing professionals with excellent in-serve training on their efficient operation.</p>	<p>425-670-9977</p>	<p>Provides equipment and staff to operate it for screenings for Opening Eyes Poland</p>
<p>American Optometric Society http://www.optometricsociety.org/</p>	<p>To improve the quality and accessibility of optometric care available to the public and to support and enhance education, competency, and excellence in optometry.</p>	<p>American Optometric Society c/o Dr. Tom Cheezum 801 Volvo Parkway, Suite 133 Chesapeake, VA 23320 805-768-4267</p>	
<p>American Academy of Ophthalmology http://www.aao.org/</p>	<p>To advance the lifelong learning and professional interests of ophthalmologists (Eye M.D.s) to ensure that the public can obtain the best possible eye care.</p>	<p>P.O. Box 7424 San Francisco, CA 94120-7424 415-561-8500</p>	



ATTACHMENT D: Partner Email Template or Telephone Script

Earl Smith, Dean of the University of Houston College of Optometry

Hello, my name is **Jane Thomas**, and I'm the **Director of Health and Wellness** for **Special Olympics Texas**. Through our Healthy Athletes Opening Eyes program, we host hundreds of vision screenings for people with intellectual disabilities each year. *Because of your global leadership in vision education, care, and research, we think you could be an important partner in helping us fulfill our mission of providing quality vision care for all.* At the same time, working with our athletes can provide your students and faculty with unique opportunities to care for and learn about one of the world's most vulnerable populations.

Would you be interested in learning more about our program and discussing possible opportunities for collaboration? If so, we would like to meet with you or someone from your organization at a time and location that is convenient for you. Please let me know the best way to coordinate, and I'd be happy to schedule a meeting.

MEMORANDUM OF UNDERSTANDING

Parties

This Memorandum of Understanding (“**MOU**”) is entered into this 2nd day of October, 2013 by and between the following parties:

- (1) Catholic Relief Services - Malawi
Manobe Complex,
Plot 5/1,
Mchinji Roundabout,
Lilongwe, Malawi

and

- (2) Special Olympics Malawi
National Council of Sports Building,
Kamuzu Stadium Grounds,
P.O. Box E28,
Post Dot Net,
Blantyre, Malawi

Catholic Relief Services - Malawi and Special Olympics Malawi are referred to collectively herein as “**the Parties**”.

Background

WHEREAS Special Olympics is an international not-for-profit organization dedicated to providing year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. In addition, Special Olympics offers a variety of direct health, early childhood development, and inclusive education services and opportunities for individuals with intellectual disabilities as part of an inclusive development platform designed to empower this most marginalized population.

WHEREAS this emphasis on sport training and competition not only improves the lives of people with intellectual disabilities, but also provides a vehicle to bring others into contact with them,

enlightening the larger community and changing the lives of everyone who gets involved. Special Olympics has demonstrated its transforming capabilities for individuals, communities and nations for over 40 years.

WHEREAS Special Olympics Malawi provides the abovementioned services for children, youth and adults with an Intellectual Disability in Malawi.

WHEREAS Catholic Relief Services Catholic Relief Services (CRS) is a global development organization, dedicated to the promotion of human development by responding to major emergencies, fighting disease and poverty, and nurturing peaceful and just societies. As part of the universal mission of the Catholic Church, CRS works closely with local, national and international Catholic institutions and structures, as well as other organizations, on the basis of need, not creed, race or nationality.

WHEREAS Special Olympics Malawi and Catholic Relief Services - Malawi share a commitment to empowering and protecting children and adults with an intellectual disability.

WHEREAS through this MOU the Parties wish to set up a strategic collaboration to cooperate together in Malawi in activities that may further the mission of both parties ("the partnership"). This strategic partnership is designed to advance the rights and protections of children and adults with intellectual disabilities in low-to-middle income groups in Malawi. As part of a shared commitment to empowering and protecting the most marginalized populations, Special Olympics and Catholic Relief Services are committed to the sustained implementation of health, early childhood development, and inclusive programming to benefit the population of people with intellectual disabilities, as well as the community.

WHEREAS this strategic partnership is part of a concerted effort to strengthen international development cooperation on behalf of people with disabilities.

Agreement

Now, therefore, the Parties set forth their understanding as follows:

1. Overall Relationships

- 1.1 Status of the Parties. Except as specifically set forth herein, it is understood that each of the Parties retains all of its rights and responsibilities in conducting its own activities including the activities which may be undertaken jointly under the terms of this Memorandum of Understanding.

- 1.2 Legal Status. Nothing in this MOU shall be construed as creating any partnership or joint venture as a matter of law between the Parties or creating any separate legal entity. Neither party to this agreement is or shall be the agent of the other party. Neither party (nor its respective employees) shall have any right or authority to enter into any contract or undertaking in the name of, or for the account of the other party or to assume or create any obligation of any kind, express or implied, on behalf of the other party.
- 1.3 Third parties. The Parties shall have the right to enter into contractual arrangements with third parties for the execution of specific projects to enhance the Partnership.
- 1.4 Term. This MOU shall become effective as of the date set forth above and shall remain effective until the (date) unless the Parties mutually agree to extend it for a further term.

2. **Cooperation between the Parties**

- 2.1 The Parties commit to use existing relationships, partnerships and resources to further activities and objectives outlined in this agreement.
- 2.2 The Parties agree that in building awareness and publicity around the partnership they will seek to further the awareness about individuals with intellectual disabilities.
- 2.4 The Parties agree that any and all funds jointly raised between the two of them under the banner of the partnership shall benefit the athletes of Special Olympics Malawi
- 2.4.1 **Scope of Joint Fundraising Activities.** The Parties shall:
- (1) jointly determine which potential sponsors to approach, how to approach each potential sponsor (including deciding which party should make the approach), and the general terms of proposals to a potential sponsor;
 - (2) use their respective best efforts to conduct meetings with potential and actual sponsors jointly when practical;
 - (3) jointly determine the use of revenue donated by joint sponsors;
- 2.4.2 **Joint Efforts.** The Parties shall fully consult, coordinate, and cooperate on all joint fundraising activities. Joint fundraising activities, including potential sponsors either party wishes to approach, potential special events relevant to the partnership, and potential cause marketing and direct response fundraising projects for the partnership shall be discussed and it shall be mutually determined how best to proceed.

- 2.5 The Parties agree that the trademark "Special Olympics" and the official "Special Olympics Malawi" logo will be included on any joint communications regarding the partnership. Catholic Relief Services shall ensure that the name and logo will only be used in their official form in compliance with the Special Olympics Graphic Standards Guide (a copy of which will be provided to Catholic Relief Services), without alteration or distortion. All uses of the official Special Olympics logo shall be accompanied by a legible depiction of the registered trademark symbol (®), or by a legible statement that Special Olympics logo "is a registered trademark of Special Olympics, Inc."

3. Objectives of Cooperation

The objectives of cooperation between the Parties are inter alia:

- 3.1 Support quality growth and expansion of Special Olympics Malawi to reach more athletes and families throughout the Republic of Malawi;
- 3.2 Help build local and national capacity to create sustainable development models to benefit people with intellectual disabilities as well as civil society;
- 3.3 Build collaborative best practices around athlete and family education, ECD programming, and health services and interventions.

4. Catholic Relief Services commitments:

- 4.1 Assist Special Olympics Malawi as needed in the planning and implementation of development programming designed to provide improved support for children and adults with intellectual disabilities;
- 4.2 Extend Catholic Relief Services programming to Special Olympics athletes and their families wherever possible;
- 4.3 Promote and support the implementation of Early Childhood Development initiatives in support of children with intellectual disabilities;
- 4.4 Promote and support the empowerment of children and adults with intellectual disabilities as recognized and contributing members of their community;
- 4.5 Promote and support the implementation of the Special Olympics Malawi Healthy Community project objectives;
- 4.6 Engage government and non-governmental partners to support programming to benefit children and adults with intellectual disabilities;
- 4.7 Promote and support the implementation of health screening and intervention programs including HIV testing for people with intellectual disabilities and their families;

- 4.8 Promote and support the recruitment of health care professionals and educators to support ongoing Special Olympics – Catholic Relief Services collaborative programming;
- 4.9 Collaborate with Special Olympics Malawi in the creation of a referral network for follow up treatments and health interventions as a part of the Special Olympics Healthy Athletes and Healthy Communities platform.
- 4.10 Include Special Olympics athletes and family members in Community Health Days or similar events which focus on Health, Nutrition, Child Protection, Agriculture and Economic Empowerment.
- 4.11 To look at other opportunities for collaboration with Special Olympics Malawi.

5. Special Olympics Malawi commitments

- 5.1 A formal article written in the Special Olympics International website www.specialolympics.org;
- 5.2 A formal article written in the Special Olympics Global Development and Government Relations newsletter;
- 5.3 Organisation of local press event in Lilongwe/ blantyre to inaugurate national partnership signing;
- 5.4 Coverage of partnership activities on the Special Olympics Malawi page on the Special Olympics International website, in the Special Olympics Africa newsletter and on the Special Olympics Africa Face Book page;
- 5.5 Official mention of Memorandum of Understanding in the annual report for Special Olympics Africa;
- 5.6 Provide Catholic Relief Services with branding opportunities at all partnership events
- 5.7 Provide Catholic Relief Services with the opportunity to provide guest speakers at Family Health Forums and other suitable events
- 5.8 To look at other opportunities for collaboration with Special Olympics Malawi.

6. Termination by Agreement

This MOU may be terminated by either of the Parties on not less than 30 days' written notice.

7. No Detrimental Actions

No action shall be taken by either of the Parties under this MOU that would be detrimental to the other party or its respective Global and National Organizations or Programs, or which would result in the other party or any National Organization or Program being in breach of obligations pursuant to the terms of any grant agreement, or associated documentation.

8. Publicity and Trademark License

The Parties shall represent efforts under this MOU as an official partnership and shall provide each other due, positive recognition. Neither of the Parties shall use the trade name or marks of the other without the owner's prior written consent save that each of the Parties hereby grants a non-exclusive, no fee license to use the corporate name and logo of the other in publications produced to publicize the Initiative, which publications the Parties shall write and edit jointly. Such license shall be limited in time to the licensing party's participation in the activities pursuant to this Memorandum of Understanding.

9. Intellectual Property Developed for the Partnership

Each of the Parties which develops materials the subject of copyright or other intellectual property rights in connection with the subject of this MOU hereby grants to the other party a non-exclusive, world-wide, non-terminable, and royalty free license to use, copy or make derivative works of such materials provided that such licensee shall use the materials exclusively for the benefit of (1) the Parties and the objectives set out in clause 3 of this MOU or (2) the licensee in connection with its mission.

10. Confidentiality

The Parties shall at all times respect and protect the confidentiality of all confidential information belonging to the other party and the beneficiaries of the other party. Confidential information belonging to one party shall not be used by the other except with the express written authorization of that other party.

11. General Provisions

11.1 Liability Matters. Each of the Parties shall indemnify and hold harmless the other party and their officers, directors, employees and agents from and against any and all claims, demands, liabilities, fines, losses and other expenses that arise in connection with the negligence, intentional wrongdoing or fraud of the indemnifying party.

11.2 Applicable Law. The Parties shall comply with all applicable laws and regulations relating to activities conducted pursuant to this Memorandum of Understanding.

11.3 Entire Agreement. This Memorandum of Understanding, and any amendments to it, state the complete understanding of the Parties with regard to the matters envisioned

herein and supersede any prior or contemporaneous understandings, oral or written, with respect to the same subject matter. Any amendments to this Memorandum of Understanding must be in writing and signed by the Parties hereto.

- 11.4 No Third-Party Beneficiaries. No provision of this Memorandum of Understanding shall in any way inure to the benefit of any third party so as to constitute such party as a third-party beneficiary of the Memorandum of Understanding or otherwise give rise to any cause of action to any party.
- 11.5 Counterpart Signatures. This Memorandum of Understanding may be executed in counterparts, each of which shall be deemed an original but all of which shall constitute one and the same instrument. The Parties are entitled to rely on a counterpart executed and delivered by facsimile to the same extent as a counterpart with an original signature.

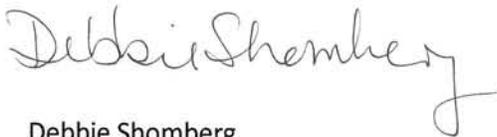
IN WITNESS WHEREOF, the Parties have executed this Memorandum of Understanding as of the date first above written.

Signed for and on behalf of

Signed for and on behalf of

Catholic Relief Services – Malawi :

Special Olympics Malawi :



Debbie Shomberg
Country Representative, CRS Malawi



Peter Mazunda
Board Chairman, Special Olympics Malawi

Building Awareness for Healthy Communities: The Importance of Storytelling and Branding

Karl Hejlik, Senior Manager, Health & Research Communications

Special Olympics
Healthy Athletes[®]



Building Awareness



Partnership Development	Engaging our Own Network	Leveraging Technology	Building Awareness
<ul style="list-style-type: none"> • Create partnerships • Bring partners (and the services they provide) to HA events • Partners then integrate our athletes (and others with ID) into their own community-based services & programs. <p>Examples: Dental college student association and faculty advisor volunteer at HA, then provide follow-up care at their student clinic at no charge to athletes.</p> <p>Local fitness club offers discounted membership rates to SO athletes.</p>	<ul style="list-style-type: none"> • Family Health Forums • Healthy Young Athletes clinics • Sport-specific coach health education • Fitness & nutrition training programs • ALPs peer health coaches <p>Examples: Standard coach trainings integrate sessions on injury prevention, sports nutrition, and hydration.</p> <p>Unified walking clubs, run by family members increase physical activity outside of SO training.</p>	<ul style="list-style-type: none"> • Electronic health records • SMS/text message reminders after Healthy Athletes • Coach access to information on athlete health • Fitness/nutrition training apps and self-monitoring programs <p>Examples: Athlete/family receives SMS reminder after HA to make an appointment at the dental clinic.</p> <p>Athlete uses smart phone app to track daily physical activity.</p>	<ul style="list-style-type: none"> • Capturing success stories • Direct Program-to-Program communication • Building awareness in health networks and general public <p>Examples: Social media platform for Healthy Communities.</p> <p>Regular pitches to journalists interested in health news.</p>

Why Build Awareness?



Emotional impact.
Influence policy.
Share best practices.
Demonstrate Value.



What Makes a Good Story?



The 4 C's – character,
conflict, connection,
cutting edge.

Quotes

Photos/video to
accompany

“Character”
name/delegation/
sport

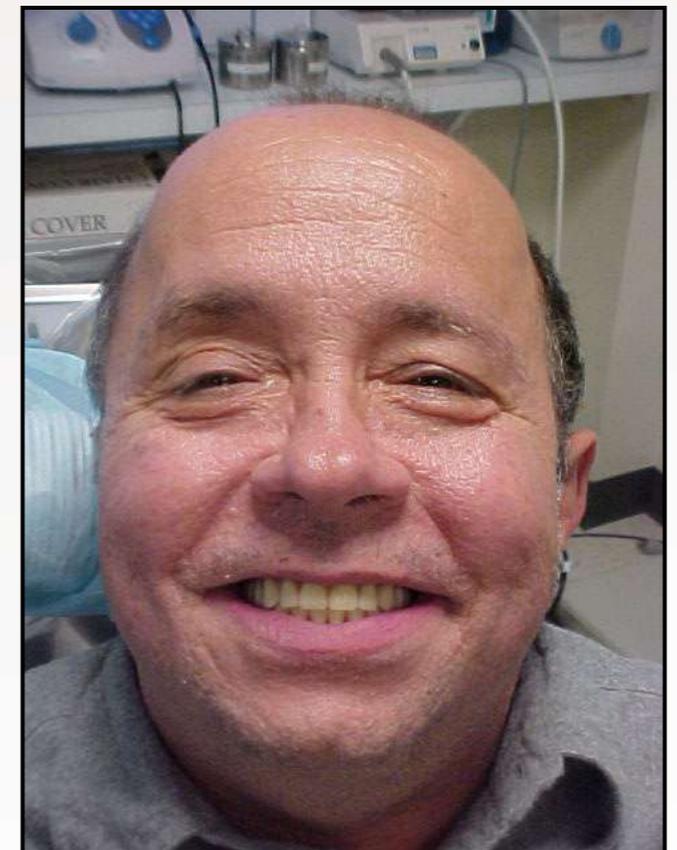
The Power of Photos/Video



Worth a 1000
words?

Shows Emotion
or tells a story

Action > posed



What Stories to Look for?



Innovative Practices

The screenshot shows a web browser window displaying the Special Olympics Healthy Athletes website. The browser's address bar shows the URL 'log.wordpress.com/2012/08/'. The page title is 'The World of Special Olympics'. A navigation menu includes 'Home', 'About our Blog', and 'Learn our Lingo'. The main content area features a blog post titled 'Healthy Choices Through Culinary Creativity' by 'healthathletes', dated August 1, 2012. The post text discusses a project in Mexico where athletes prepare healthy food. A sidebar on the right contains the Special Olympics logo, the text 'Special Olympics', and a 'DONATE NOW' button with a photo of a young person. At the bottom right, there is a 'Subscribe to Posts' link. The Windows taskbar is visible at the bottom of the browser window.

log.wordpress.com/2012/08/ Special Olympics Healthy... Special Olympics: Health... Special Olympics: Home... Special Olympics: Health... Heal

The World of Special Olympics

The sun never sets on our Special Olympic Movement. See what's happening now...

BE A FAN OF **UNITY**

specialolympics.org

THE WORLD OF SPECIAL OLYMPICS

Home About our Blog Learn our Lingo

— End the Name Calling! Christmas: Once a Year is Not Enough! —

Healthy Choices Through Culinary Creativity

Posted on August 1, 2012 by healthathletes

What's the best way to encourage athletes to eat healthy? Offering them healthy food, of course! Special Olympics Mexico is doing just that, and taking the concept one step further by also having athletes prepare the healthy alternatives. Part of the Program's Healthy Athletes Health Promotion discipline, the project is helping to feed not just athletes but also the need for job training for people with intellectual disabilities.

Partnering with the International School of Chefs in Mérida Yucatá, Health Promotion Special Chefs serve foods that provide many vitamins, contain few calories and are easy to eat for athletes. Some of the foods served include: skewers of fruit with honey, sticks of vegetables with dressing, and frozen yogurt with fruit and honey. The Special Chefs not only serve healthy food, but explain the importance of nutrition to the athletes that visit the Health Promotion venue as well as develop vital career training skills supplemental to a bright future.

Special Olympics

Give the power of sport to one more person

DONATE NOW

Subscribe to Posts

What Stories to Look for?



Sponsorship And Funding

olympics.org/Topics/Healthy... Special Olympics Healthy Ath... Special Olympics: Healthy Ath... Special Olympics: Home Page Special Olympics: Hea

Healthy Hearing Model Changing Athlete Lives in Jordan

Monday, May 28, 2012

Print Share Like 15 Tweet 1

Special Olympics and the Hear the World Foundation recently formed a global partnership to increase access to health care and hearing services for people with intellectual disabilities. This partnership, launched at the 2011 Special Olympics World Summer Games Athens, introduced a new Remote Access Model (RAM), connecting athletes in need with a hearing aid distributor in their home country for follow-up care.



The partnership is focused on providing Special Olympics athletes in need with free, high quality hearing instruments that will provide a life changing health intervention, as well as a 'hearing home' for follow up services. This partnership has helped transform the way in which Healthy Hearing implements global programming, and has also helped demonstrate the global corporate social responsibility that Phonak, through the Hear the World Foundation, represents to those most in need.

Healthy Athletes Update spoke with Dr. Ali Alshawahin on the impact this partnership has had in Jordan and throughout the MENA region.

Dr. Ali, as National Director of Special Olympics Jordan, can you share with us your perspective on the access to health care issues that our population faces both in Jordan and perhaps throughout the Middle East/North Africa region?

*According to our sources, health care in Jordan is generally advanced; almost 80% of Jordan's population are

Follow Us

The Calendar

Find events near you and learn about volunteer opportunities at one of our 220 worldwide locations.

"Healthy Athletes has a main role in providing actual services that have positive impact on people with intellectual disabilities, aiding them to

What Stories to Look for?



Athlete Impact or Need

The screenshot displays two overlapping web pages from Special Olympics. The background page is an article titled "Outlasting Osteopenia" dated Tuesday, June 12, 2012. It features a photo of a young athlete in a yellow shirt participating in a sport. The text discusses the health condition osteopenia and how the Healthy Athletes program helped the athlete, Virginia, participate safely. The foreground page is a blog post titled "Treatment of Heart Defect will Add Decades to Athlete's Life" dated December 13, 2011. It includes a photo of a young girl, Zuebeyde Horus, and text describing how a volunteer doctor discovered a heart condition through the Healthy Athletes program. The blog post also features a "DONATE NOW" button and a "Subscribe to Posts" section with an RSS link and a search bar.

What Stories to Look for?



Volunteer Stories

The screenshot shows a web browser window displaying the Special Olympics website. The page features a navigation menu with categories like World Games, Fundraising, Communications, Sports & Games, Volunteer, and Youth & Schools. The main content area highlights a news article titled "Students Critical to Healthy Hearing Success". The article text discusses the role of students in hearing screenings and the transition to a new model of care. A photo of Sam Gustafson, chair of the SAA Honorary Committee, is included. Social media sharing options and a "Listen" button are also visible. On the right side, there are sections for "Follow Us" with social media icons, "The Calendar" with a photo of a young boy, and a world map for finding events.

Students Critical to Healthy Hearing Success

When a Special Olympics athlete who has been through Healthy Hearing relishes in the roar of the crowd, or simply enjoys a quiet conversation with friends, it is often thanks to a student of audiology.

Traditionally, the majority of Healthy Hearing screenings are conducted by students. In 2010, more than 200 students across the United States volunteered their time and energy to help Special Olympics athletes with hearing difficulties.

And as Healthy Hearing moves into its new model focusing on follow-up care (read related story here), audiology students will become even more central, as hearing aids are fitted and calibrated, both at Healthy Hearing events and at follow-up visits.

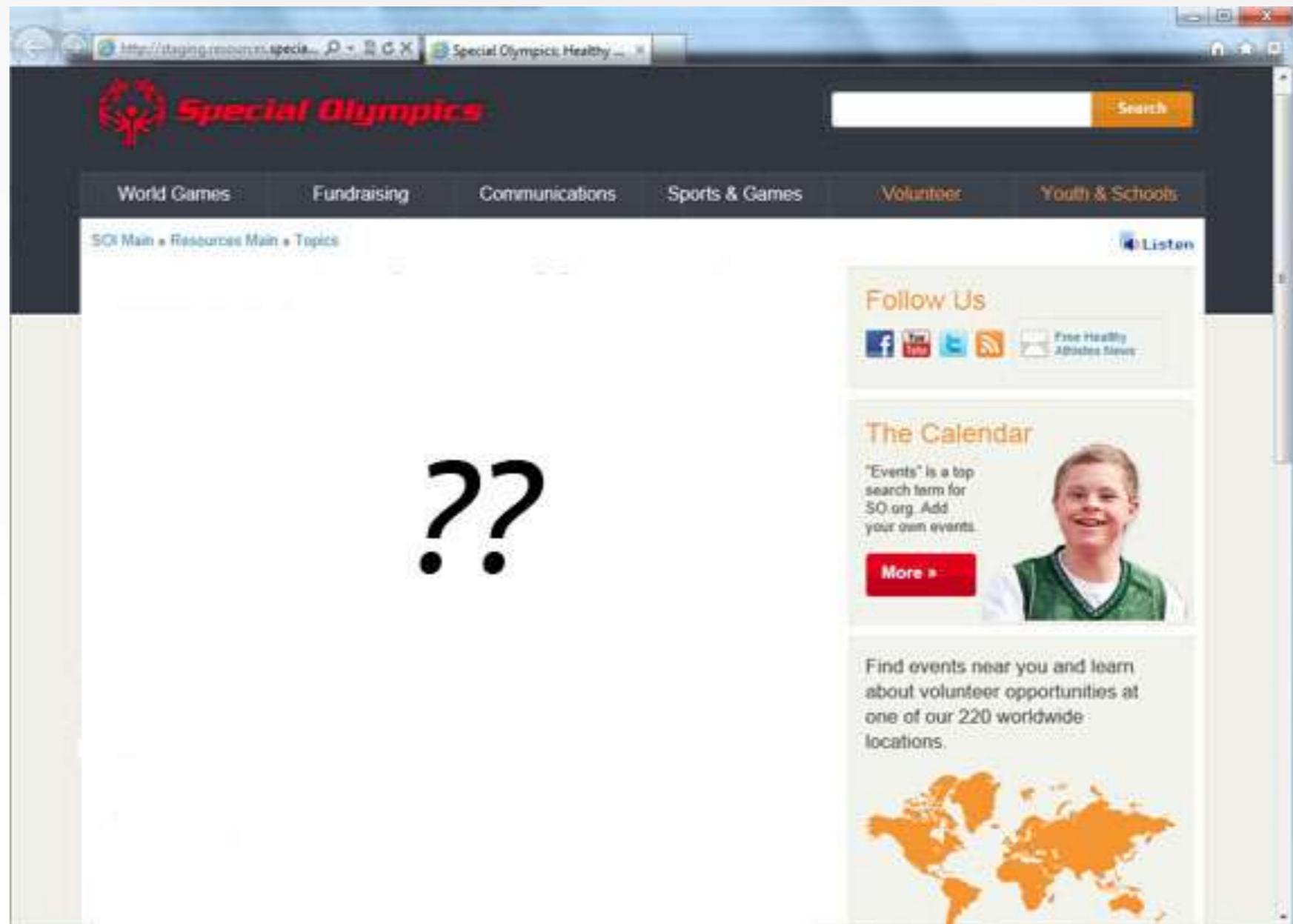
In 2010, the Student Academy of Audiology (SAA) adopted Special Olympics Healthy Hearing as its national philanthropy, entering into a mutually supportive relationship with the program to become SAA's primary focus. Students from more than 20

Sam Gustafson, chair of the SAA Honorary Committee, poses by the Special Olympics Healthy Hearing Corner in SAA Central at AudiologyNOW 2011.

What Stories to Look for?



Your ideas



How Do We Get Our Story Out?



E-newsletter
SOI websites
SOI blog
Social Media



The Tooth Fairies vs. the Bad Bugs

Posted on March 4, 2011 by healthyathletes



Special Olympics

Be a fan.

Give the power of sport to one more person.



DONATE NOW

Share your Stories



The screenshot shows the Special Olympics website's 'Share Your Stories' page. The page has a dark blue header with the Special Olympics logo and a search bar. Below the header is a navigation menu with links for 'What We Do', 'Who We Are', 'Sports & Games', 'Connect', 'Get Involved', and 'Donate'. The main content area is white and features the title 'Share Your Stories About Special Olympics' and a sub-header 'Main » Stories'. A 'Listen to page' button is visible. The form itself is light gray and contains several fields: 'Your Story Headline', 'Your Story (limited to 1000 characters)', 'Your Name (Story Author)', 'Your Email', 'Upload a Photo *Optional' with a 'Browse' button, 'Photo Caption *Optional', 'Video Web Link *Optional', 'Video Caption *Optional', and 'Related Web Link *Optional'. A note at the bottom of the form states: 'NOTE: This is for internal purposes only, so we may contact you when your story is published. Your email will NOT be visible to the public.' The Windows taskbar is visible at the bottom of the screenshot, showing the time as 4:00 PM.

Share your Stories



Stories about Healthy Athletes

The Special Olympics Healthy Athletes initiative brings quality health screening clinics to people with intellectual disabilities worldwide. Read these stories of inspiration, hope and health.



Follow Us



Donate Now

Help us reach out to one more athlete

[Donate »](#)



Find events near you and learn about volunteer opportunities at one of our 220 worldwide locations.



[FIND A LOCATION NEAR YOU »](#)

FRIDAY, AUGUST 31, 2012 | SOI GENERAL: HEADQUARTERS

Adding Years of Life

By Karl Hejlik

Zuebeyde Horus, a Special Olympics athlete from Turkey, was living with a serious heart condition, b...

[VIEW STORY ▼](#)

FRIDAY, AUGUST 31, 2012 | SOI GENERAL: HEADQUARTERS

Creating Special Smiles

By Karl Hejlik



Devin Hohl suffered from a chronic infection in her mouth, requiring a root canal and crown, but los...

[VIEW STORY ▼](#)

FRIDAY, AUGUST 31, 2012 | SOI GENERAL: HEADQUARTERS

Overcoming Low Bone Density

By Karl Hejlik



Virginia, a Special Olympics athletes in Hawaii, thought her health was great, until a visit to Heal...

[VIEW STORY ▼](#)

Videos And Photos



Photos on FB

See photos and comments from our supporters around the world.

[SEE PHOTOS »](#)

Special Olympics Blog



Share your Stories



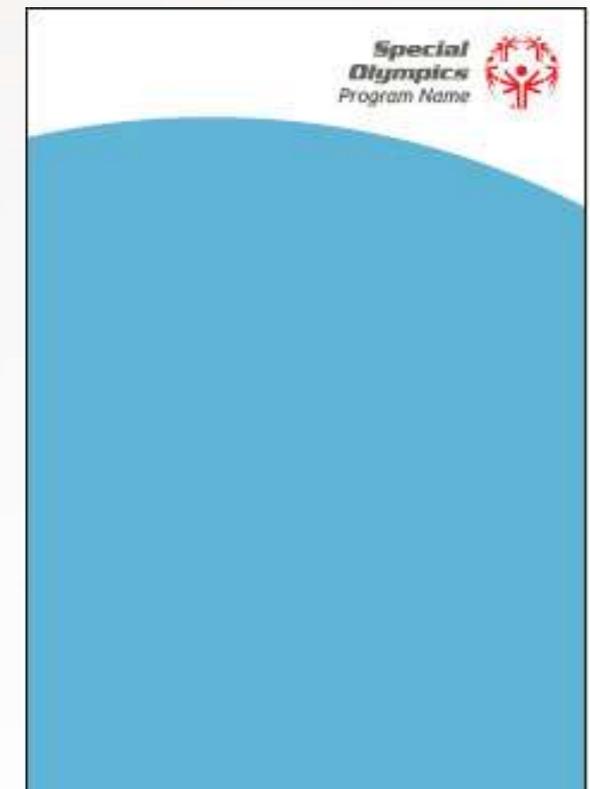
The screenshot shows the Special Olympics website for the Hawaii region. The page features a navigation menu with options like 'What We Do', 'Who We Are', 'Sports & Games', 'Connect', 'Get Involved', and 'Donate'. The main content area is titled 'Hawaii' and includes a 'Listen to page' button, contact information for the Hawaii office (1833 Kalakua Avenue, Suite 100, Honolulu, Hawaii), and social media links. A 'Follow Us' section includes icons for Facebook, YouTube, Twitter, and RSS, along with a sign-up for a free newsletter. A 'Find events near you' section features a world map and a 'FIND A LOCATION NEAR YOU' button. The 'Videos And Photos' section has a 'Around The World' photo gallery. The 'Find Us On Facebook' section shows a Facebook post from Special Olympics Hawaii asking for donations of used PCs and laptops. The 'News and Stories' section features an article titled 'Overcoming Low Bone Density' by Karl Hagtki, which includes a photo of a woman playing tennis and a quote from her father, Paul Lee, about her health journey. The article mentions that Virginia, a Special Olympics athlete in Hawaii, was diagnosed with low bone density at age 45 and is now 27 years old and healthy. The page also includes a list of sports: Aquatics, Athletics, Basketball, Bocce, Bowling, Figure Skating, Football (Soccer), Motor Activities, Powerlifting, Softball, and Speed Skating.

Healthy Athletes Branding

Special Olympics
Healthy Athletes[®]



History and Philosophy
Branding tools –
color, font, dynamic curve



Healthy Athletes Branding

Special Olympics
Healthy Athletes[®]



Special Olympics
Fit Feet



Special Olympics
MedFest



Special Olympics
FUNfitness



Special Olympics
Special Smiles[®]



Special Olympics
Health Promotion



Special Olympics
Healthy Hearing



Special Olympics
Lions Clubs International
Opening Eyes[®]



Healthy Communities Toolkit

Special Olympics
Healthy Athletes[®]



Branding, Other
Tools on Thumb
Drives

Online Resource
Page:

[http://resources.specialolympics.org/
healthy-communities.aspx](http://resources.specialolympics.org/healthy-communities.aspx)



How You Can Help



Develop an eye for stories

Share your photos/video

“Like” us on Facebook

Submit articles or ideas

to us – “Share your Stories”

Utilize new branding tools



Questions??



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Special Olympics

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Twitter: @healthyathletes

www.specialolympics.org

Certificate of Appreciation

Presented to

[Insert Recipient Name]

In appreciation for your support of
[Insert Program/activity]

[Insert Date]

Special
Olympics
**Healthy
Athletes[®]**

[Insert Nominator Name, Title]





AttachmentH: Sample Press Release

(Insert Date)

Contact: **(Insert Media Contact Name)**
(Insert Contact Phone)

Special Olympics and (insert partner name) host (insert event name)
in support of Healthy Athletes®

(Insert City/State)- To provide Special Olympics athletes with necessary health screenings, and to bring awareness to the proper maintenance of **XXX health (relates to specific discipline), (insert organization name)** today (announced/will host/organized, etc.) **(insert event name)** in partnership with Special Olympics. The event will **(insert one or two lines with more details about your event/activity, if needed). (Insert information about shared mission among the two organizations).**

According to **(insert your spokesperson's name)**, "Our **(insert event/activity name)** is **(insert quote describing the impact of the event).**"

(Insert a paragraph that highlights key aspects of your event.)

(Insert organization name) activities are in partnership with *Special Olympics Healthy Athletes*®. The Healthy Athletes program is the world's largest public health program for people with intellectual disabilities, delivering basic levels of health information and care to hundreds of thousands of people each year. Healthy Athletes includes seven key initiatives: FUNfitness, Fit Feet, MedFest, Special Smiles, Healthy Hearing, Health Promotion and Lions Clubs International Opening Eyes. The goal of Healthy Athletes is to improve the everyday life of people with intellectual disabilities and train health professionals to become change agents within their disciplines.

About *Special Olympics*

Special Olympics is an international organization that changes lives through the power of sport by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to more than four million athletes in over 170 countries in all regions of the world, providing year-round sports training, athletic competition and other related programs. Special Olympics now take place every day, changing the lives of people with intellectual disabilities all over the world, from community playgrounds and ball fields in every small neighborhood's backyard to World Games. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage, and experience joy and friendship. Visit Special Olympics at www.specialolympics.org. Engage with us on: Twitter @specialolympics; [fb.com/specialolympics](https://www.facebook.com/specialolympics); [youtube.com/specialolympicshq](https://www.youtube.com/specialolympicshq), and specialolympicsblog.wordpress.com.

Special Olympics Healthy Athletes' influence is evident with more than 120,000 healthcare professionals trained, free health screenings provided to more than 1.4 million athletes, and

90,000 free pairs of eyeglasses given to athletes. Healthy Athletes continues to grow each year with help from a global network of volunteers, in-kind donations and other financial support.

For more information on Healthy Athletes, contact Lynn Aylward, Senior Manager, Global Health External Relations, at +1 (202) 824-0336 or laylward@specialolympics.org.