



Triple Play User's Guide

A step-by-step guide for implementing
Triple Play in Boys & Girls Clubs

Important Guidelines for Photocopying

Permission is granted free of charge to photocopy from this user's guide. Only the original purchaser/owner may make such copies. Under no circumstances is it permissible to sell or distribute on a commercial basis material reproduced from this publication.

© 2007 Boys & Girls Clubs of America

All rights reserved. Produced in the United States of America. Except as expressly provided above, no part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without express written permission of the publisher.

Boys & Girls Clubs of America
1275 Peachtree St. NE
Atlanta, GA 30309-3506
(404) 487-5700
www.bgca.org

Table of Contents

Introduction	1
What is Triple Play?	2
Triple Play Objectives and Program Components	2
Implementation Options	4
Strategies and Resources for Implementation	5
Staffing and Training	5
Club Environment	6
Special Events	7
Outreach and Recruitment	8
Collaboration	8
Implementation Checklist	9
Additional Helpful Hints	12
Triple Play Logic Model	13

Introduction

Unhealthy lifestyles put youth at risk for obesity and other health problems. Although many youth participate to some degree in sports and fitness activities, they are not always physically fit – and often lack the basic knowledge needed to make positive food choices.

Triple Play: A Game Plan for the Mind, Body and Soul demonstrates how eating right, keeping fit and forming positive relationships create a healthy lifestyle for Club members. The U.S. Department of Health and Human Services has taken a strong interest in this programming approach because it is in line with its *Steps to a Healthier US* initiative.

Through the comprehensive Triple Play program strategy, Club professionals help boys and girls better understand nutrition, from counting calories to determining reasonable portion sizes. Members receive coaching in sports leagues and fun activities that develop their coordination and leadership skills. Organized social recreation activities strengthen character, increase confidence and enhance the ability to relate well to others.

The Triple Play User's Guide is designed to be a resource for Boys & Girls Club executives, managers and staff as they implement health and wellness programming. As with any Club program intervention, the interests and needs of Club members primarily drive program decisions.

The extent to which different Clubs will implement the Triple Play strategy in their programming is affected by factors such as time, funding, staffing, etc. This user's guide is designed to help local Club professionals decide what level of implementation is best suited for their particular circumstances. The guide is based upon sound principles and the lessons learned from Boys & Girls Clubs of America's past experiences.

The support of the Coca-Cola Company and Kraft Foods, Inc. makes the Triple Play program possible.

What is Triple Play?

Triple Play demonstrates how eating right, keeping fit and forming positive relationships add up to a healthy lifestyle for Club members. The Triple Play programming strategy features three components:

- **Mind** – developing a knowledge base to acquire healthy habits, such as making smart food choices, understanding appropriate portion sizes and creating fun and healthy meals;
- **Body** – becoming more physically active through daily fitness and fun, including activities to get kids active and moving; and
- **Soul** – strengthening character and reinforcing positive behavior with social recreation activities designed to improve confidence and develop interpersonal skills.

Triple Play Objectives and Components

Mind Objectives	Body Objectives	Soul Objectives
<ul style="list-style-type: none"> • Awareness of eating nutritious foods and proper portion sizes • Increase belief in maintenance of good health • Increase overall feelings of well-being • Increase likelihood of making healthy and smart food choices 	<ul style="list-style-type: none"> • Increase time each day members participate in physical activities • Increase members’ knowledge of physical fitness as an essential part of life • Support lifelong changes in behavior 	<ul style="list-style-type: none"> • Increase members’ ability to interact positively with all youth and adults and engage in healthy relationships • Increase number of youth/existing members participating in program
Mind Components	Body Components	Soul Components
<p style="text-align: center;">HEALTHY HABITS</p> <ul style="list-style-type: none"> • Food pyramid • Portion size and calories • Eating for energy • Smart snacking 	<p style="text-align: center;">SPORTS AND FITNESS PROGRAMS</p> <p>Daily Fitness Challenges: Promote skills in a noncompetitive, fun, yet challenging environment:</p> <ul style="list-style-type: none"> • Jump Rope 	<p style="text-align: center;">SOCIAL RECREATION PROGRAMMING</p> <p>A comprehensive best practices approach offers Clubs training and resources to run a top-notch program that:</p>

HEALTHY HABITS (CONT.)	SPORTS AND FITNESS PROGRAMS (CONT.)	SOCIAL RECREATION PROGRAMMING (CONT.)
<ul style="list-style-type: none"> • Importance of fluids and hydration • How to read food labels • Fruits and vegetables • Building healthy bones and teeth • Food and hunger cues • Recipes • How to put a meal together • Eating away from home • Take Home Challenges 	<ul style="list-style-type: none"> • Walk/Run • Basketball • Invent-a-Sport • Get Fit • Home Run <p>Triple Play Sports Clubs: Year-round leadership development clubs for members 13 to 18 focus on service to Club and community (sports, fitness, recreation and nutrition programs).</p> <p>Triple Play Games: Interclub competitions between Boys & Girls Clubs and/or with other youth-serving organizations.</p>	<ul style="list-style-type: none"> • Uses the Club gamesroom to teach age-appropriate positive social skills • Encourages and provides opportunities for fun • Encourages achievement, cooperation and sportsmanship • Teaches rules related to equipment, facilities and games • Teaches rules about behavior • Meets the needs and interests of all members • Provides an opportunity for spontaneous, informal, competitive and creative play • Helps develop self-confidence <p>Resources are:</p> <ul style="list-style-type: none"> • The Smart Guide to Social Recreation: Effective Gamesroom Management and Leadership, volumes 1 and 2 • Back Pocket Program Hints offers ideas and suggestions for quick, ready-to-go activities and games

To further understand the Triple Play approach, it is useful to review the Triple Play Outcome Model (also commonly referred to as a logic model) located at the end of this guide. A logic model is like a road map for a program, setting out the program's goals and describing how members can reach them. Club professionals can use the Triple Play Outcome Model as a guide to ensure successful program implementation. It helps Club staff see the "big picture." The model moves from incubation through development and implementation, clarifying the positive impact the program should have. When a Club uses this planning model, staff can see all components of effective implementation, including:

- inputs or resources required;
- program activities to be completed;
- quantifiable outputs or products of the program; and
- short-term, intermediate and long-term outcomes for Club members completing the program.

Club staff members can customize the model by identifying and noting the specifics that apply to their Club. Staff should include available resources, such as personnel, supplies, materials and budget; as well as the number of youth who will participate in the program. The model can guide staff in planning for and organizing Club resources, while at the same time keeping in mind the desired outcomes of helping members eat smart, get fit and develop positive relationships.

Implementation Options

Ideally, the Triple Play programming strategy is most effective if implemented across all Club core program areas and incorporated in all Club programs and activities. Among the Boys & Girls Clubs that have successfully implemented the program, different implementation options have been used. Triple Play has been designed to be flexible enough so that the entire spectrum of implementation options is available to Clubs as they assess their own resources and capabilities. No matter at what level the Triple Play program is implemented, it should be noted that any

of the below suggested options can provide beneficial exposure to the program's central tenets for youth, the entire Club organization and the community.

- Some Clubs have implemented all of the Triple Play components as a regular, distinct program within the program mix of the Club. They have conducted all of the activities for all of the age groups and parents, with all or most of the same young people participating in each activity.
- Some Clubs have specialized in implementing Triple Play activities for a specific age group based upon the Club's demographics and attendance patterns.
- Some Clubs have implemented specific activities from Triple Play as weekly Club special events.
- Some Clubs have no distinct Sports, Fitness & Recreation program but have integrated Triple Play activities into ongoing programs. Individual staff members have developed plans for integrating the activities into their existing program schedules.
- Some Clubs have made Triple Play a multi-unit program, with inter-unit cooperation and activities shared among different Club locations. This is an excellent way of having an exchange between diverse groups.
- Some multi-unit organizations began Triple Play with one or two units and have added additional Club locations in following years.
- Some Clubs have created new groups and recruited youth for Triple Play, while other Clubs have combined Triple Play activities with other existing programs, such as SMART Girls or Keystone Club, and used the same groups of youth.

Strategies and Resources for Implementation

Staffing and Training

Determining available staff resources is a key factor in how the Triple Play programmatic approach is implemented. Because of Triple Play's flexibility, several staffing models have been used. Each model requires

a different level of resources. Since Triple Play is not a stand-alone program, but rather a comprehensive strategy and process, staff members must think systematically about how the components of Triple Play can work in their Club to meet the distinct, varied health and wellness needs of their members. In conducting standard Club programs, staff members should constantly ask themselves: What Triple Play skills are being reinforced through this activity? What Triple Play information can be conveyed that will enable members to be successful?

The resources needed for staff training are usually less than one might think. The frequency of training offerings assures that Clubs can train new staff as turnover occurs. Staff training is available through a variety of BGCA forums. The Triple Play Overview one-day workshop, as well as Healthy Habits and Social Recreation workshops, are offered through the regional training calendar of BGCA's Training & Professional Development (TPD) department. Clubs can access more information and request training through TPD's Quest system on www.bgca.net (from the blue main menu, hover on Departments, then click on Training & Professional Development).

Club Environment

- Create a Club environment that infuses Triple Play as a supportive element in fostering a positive attitude in Club members. More materials, posters and images that reflect healthy habits, social recreation and good physical fitness should be displayed. This helps create conditions in which children and staff can have discussions about adopting a healthy lifestyle.
- Provide staff with a setting for conducting Triple Play introduction activities.
- Create an environment that educates guests and visitors about Triple Play and its components.
- Assess the Club environment and make appropriate changes. In addition to providing a supportive physical environment and materials, the Club staff and members should develop rules and expectations for everyone to follow that promote positive relationships, healthy eating and physical fitness.

Special Events

Club-wide and community-wide special events can play a key role in the Triple Play program. They provide an opportunity for staff to use their leadership and planning skills as well as send a strong message to the community that health and wellness is important to the Club. Here are some examples of special events:

- **Community Fitness Fair:** Set up several activity stations where parents and youth can experience fitness activities. Try aerobic classes, jump rope, table tennis, power walks around the Club's neighborhood, basketball and other fitness activities. Contact the local health department or hospitals to set up booths to check blood pressure, teach attendees to check heart rate, measure cholesterol level and conduct other health screenings. Involve teen members by coordinating several demonstrations of fitness activities (cheerleading, relay races, etc.) throughout the day. Publicity and good planning are the keys to this event's success. Decorate the Club with fitness messages and balloons. Set aside areas to provide healthy snacks and fluids so participants stay properly hydrated.
- **Walk/Jog-A-Thon:** Designate a day and place to conduct the event. A park or school track is safer than areas with traffic. Set an amount of time or a distance to walk or run. Get friends and family to agree to run with Club members. Ask runners to seek sponsors for increments of distances to be walked or run. Create and copy a pledge form to keep track of people (including phone number and address) who pledge money. The form should also explain the Triple Play program and explain how the funds will be used. Just prior to the event, have the runners deliver pledges and forms. A Triple Play committee can make follow-up phone calls to retrieve outstanding pledges. This is a great fitness event and fundraiser.
- **Family Fitness Days:** The Club can sponsor fitness activities in which entire families participate. Try hosting a different event each month at the same time, preferably on a weekend. Family jogging, jumping rope and bicycling marathons can be widely promoted to the community. Because it is so visible, a family-fitness event is likely to enhance a Club's public image.

- **Triple Play Daily Challenges at the Mall:** Lots of teens, children, and parents go to the mall. By conducting a weekend Triple Play Daily Challenge at the mall, you will reach new people. Invite participating children to the Club to play and work out after the event. Triple Play Daily Challenge activities are great mall activities because they are fun, safe and easy to implement. You can display the Triple Play posters for pre-event promotion.

Outreach and Recruitment

Triple Play not only increases opportunities for sports participation and social interaction, but it also is an excellent strategy for reaching out to and involving other youth in the community who are not involved in the Club. If young people are having fun, interacting with peers and competing in well-organized events, they will spread the word to other youth, becoming one of the Club's most effective outreach and recruitment tools. When starting a new program, there are many recruiting strategies a Club can use:

- Select four to six youth who are considered positive role models in the Club. Have them identify and recommend other youth leaders.
- Ask Sports Club or junior staff to recruit high school friends.
- Recruit from existing small-group clubs such as Keystone Clubs, Torch Clubs and other special-interest Clubs.
- Ask staff members for recommendations.
- Visit high schools, churches, youth centers and places where youth frequently gather.
- Develop relationships with teachers, staff and adults to get referrals and converse directly with teens to build interest in getting involved.

Collaboration

Triple Play is a great way to build collaborations in your community and leverage support from foundations that are looking to support community-based organizations. Companies are interested in supporting organizations that demonstrate a willingness to work together and pool resources for the common good of the community. Club staff can build

collaborations with many different organizations in the community. Clubs have formed partnerships with:

- schools
- colleges and universities
- hospitals
- local youth-serving organizations
- city or county Parks & Recreation Departments
- private youth sports associations
- Special Olympics
- senior citizen facilities
- food pantries
- sororities and fraternities

Implementation Checklist

For Clubs just beginning to implement Triple Play, the process should start with a thorough assessment of various factors. To most effectively implement Triple Play in a Club, the following steps should be completed. Please note the steps do not necessarily have to be completed in the order presented, and many entail ongoing efforts.

- ____ 1. Document the need for program
 - Determine the interests and needs of Club members
 - Review all program materials from the Mind, Body and Soul components of Triple Play
 - Visit the Triple Play Web site at www.bgca.net/tripleplay/ to access program manuals and other resources and take part in online discussions
- ____ 2. Develop a preliminary action plan
 - Determine program scope/choose level of implementation
 - Determine staffing patterns from the following:
 - Dedicated staff position created

- Program added to chart of work of existing staff (e.g., teen director manages the Triple Play Sports Club)
- Specific program tasks integrated in charts of work of appropriate staff (e.g., Arts Director manages Healthy Habits food art projects).
- Determine implementation model (select one or more of the following)
 - Implement all Triple Play components (Mind, Body and Soul)
 - Integrate Triple Play activities in other core program areas
 - Implement activities as weekly special events
 - Specialize in the teen program
 - Specialize in the 6 to 12 age group
 - Implement in special programs, e.g., summer day camp or extended operation hours
 - Implement the program in an inter-unit manner, with sessions shared among different Club locations
- Develop timelines
- Identify resources
- Develop budget
- Review the Triple Play sample proposal on www.bgca.net (from the top of the main Programs page, click on Sample Proposals to download a sample proposal you can customize and submit to local potential funding sources as needed)

3. Organize a Triple Play team

- Identify/recruit staff, older teens, community representatives and parents
- Schedule training through BGCA's TPD Department; develop in-house training
- Begin regular planning meetings

4. Build Community Partnerships

- Join community coalitions
- Do individual outreach and orientation
- Build a directory of community resources that support the Triple

Play goals of good nutrition, good physical fitness and social recreation

- Seek support from a nutritionist from a community school or hospital

_____ 5. Establish a culture of wellness

- Review the types of snacks offered in the Club and switch to healthier options if needed
- Review the Club's practices regarding the use of food-based incentives with youth and replace these with healthier or non-food incentives if needed
- Consider adopting a board policy consistent with the Triple Play goals
- Develop standards of conduct for Triple Play team members
- Share the team's training knowledge with other Club staff (in staff meetings or other forums)

_____ 6. Recruit youth and parents

- Enroll youth
- For Healthy Habits activities involving snacks, have parents sign permission slips to avoid possible problems with food allergies (see page 251 of the Healthy Habits program guide)
- Invite parents to participate in the Healthy Habits Take Home Challenges

_____ 7. Publicize the program

- Modify the appropriate sample press release(s) from the Triple Play materials with your Club's information and submit the release(s) to community and local media

_____ 8. Conduct the program

- Display the following posters to help promote your Club's Triple Play offerings:
 - Triple Play Overall Poster
 - Triple Play "Mind" Poster
 - Triple Play "Body" Poster

- Triple Play “Soul” Poster
- Triple Play Sports Club Poster

____ 9. Monitor implementation progress and make adjustments as necessary

____ 10. Evaluate your program after it ends.

Additional Helpful Hints

1. Clubs should consider the pattern of the target group’s attendance in deciding how to implement their Triple Play program.
2. When using the Healthy Habits component of Triple Play, the first lesson, MyPyramid is Your Pyramid, must be used first.
3. Visit www.bgca.net/tripleplay/ to access program materials and other resources, read success stories from other Clubs and take part in online discussions.
4. Clubs that need assistance in implementing Triple Play may contact Kharimasud Olufemi, Director, Sports, Fitness & Recreation, at (404) 487-5909 or kolufemi@bgca.org.

Triple Play Outcome Model

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
<ul style="list-style-type: none"> ▪ Staff ▪ Volunteers ▪ Facility resources (e.g., gym, gamesroom, learning center, etc.) ▪ Equipment (e.g., basketballs, jump ropes, etc.) ▪ Funding ▪ In-kind donations ▪ Club assessment ▪ Technical assistance from BGCA 	<ul style="list-style-type: none"> ▪ Staff training ▪ The Daily Challenges ▪ Triple Play Games ▪ Sports Clubs ▪ Healthy Habits sessions ▪ Social recreation activities 	<ul style="list-style-type: none"> ▪ Number of hours per day members participate ▪ Number of program sessions conducted ▪ Number of community service hours conducted ▪ Number of days per week members attend ▪ Number of members served ▪ Number of new members recruited ▪ Amount of funding raised 	<ul style="list-style-type: none"> ▪ Club members improve their knowledge of: <ul style="list-style-type: none"> • healthy habits • good nutrition • physical fitness ▪ Club members increase their physical activity ▪ Club members increase positive interactions with youth and staff ▪ Club members have fun 	<ul style="list-style-type: none"> ▪ Club members improve their nutrition and eating habits ▪ Club members become active for one hour on most days ▪ Members become advocates for healthier lifestyles ▪ Older members assist with Healthy Habits and Daily Challenge program implementation 	<p>Club members achieve:</p> <p>Better Physical Health:</p> <ul style="list-style-type: none"> ▪ Adopt an active lifestyle ▪ Are physically fit ▪ Maintain a normal weight ▪ Have fewer cardiovascular risk factors ▪ Avoid smoking <p>Better Mental Health:</p> <ul style="list-style-type: none"> ▪ Have a healthy, positive mental state ▪ Have a healthy body image ▪ Are more confident and independent <p>Increased Learning:</p> <ul style="list-style-type: none"> ▪ Grades improve ▪ Have fewer absences

Inputs	Activities	Outputs	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
		for the program <ul style="list-style-type: none"> ▪ Number of program volunteers 	becoming active	<ul style="list-style-type: none"> ▪ More youth have healthy relationships with peers 	due to illness <ul style="list-style-type: none"> ▪ Are more engaged in school Better Social Skills: <ul style="list-style-type: none"> ▪ Enhance pro-social behavior ▪ Able to resolve conflicts in positive manner ▪ Improve self-discipline and teamwork Improved Leadership Skills: <ul style="list-style-type: none"> ▪ Strengthen character and civic engagement ▪ Enhance presentation and interpersonal skills



**BOYS & GIRLS CLUBS
OF AMERICA**

National Headquarters
1275 Peachtree St. NE
Atlanta, GA 30309-3506
(404) 487-5700
www.bgca.org

© 2007 Boys & Girls Clubs of America