



DEUCE: Disparity Elimination Using Care and Exercise

In an age where Americans seem to be focusing on slimming down and finding healthier lifestyles, the issue of health disparity is still a major concern in the multicultural community. Obesity, diabetes, high blood pressure, hypertension are all prevalent in the African American, Hispanic and Asian communities. It is with this in mind that the United States Tennis Association and the USTA Tennis and Education Foundation have partnered to establish “DEUCE”, working toward health “Disparity Elimination Using Care and Exercise.” A new initiative designed to promote better health, fitness and wellness through care and exercise in an effort to eliminate the health disparity that exists within the minority community.

Studies show that exercising regularly can help combat and prevent diseases such as, diabetes, obesity and heart disease, which affect the minority community at a disproportionately high rate, as compared to their Caucasian counterparts. In fact, the rate of diabetes in ethnic minorities in comparison to non-Hispanic whites of similar age is more than double, in some cases. So, how can tennis help? Just 30 minutes a day of moderate physical activity, coupled with a reduction in body weight is effective in the prevention of these diseases.

Why DEUCE? As all tennis fans and players know, the term “DEUCE” means an even score in tennis. It seemed the appropriate name for this new initiative as we are aiming to even out these health statistics, and encourage a greater balance between one's diet and health and fitness. The USTA has partnered with physicians, health associations and other supporters to provide DEUCE grants to those providing health education in conjunction with recreational tennis activities. In addition, DEUCE health kits will be distributed to all grant recipients. Kits include: exercise trackers, pedometers, diet and nutrition tips, good health guidelines, and activities for parents and kids to do together.

Program Description:

The DEUCE grants will provide funding to programs targeting Hispanics/Latinos, Blacks and African Americans, Asian-Americans and Native Americans. Members of these groups may fit into any of the following categories:

- exercise periodically
- have been instructed to exercise by a doctor
- exercise frequently
- don't play tennis (or don't play often)
- families and extended families

DEUCE Grant Requirements:

- **Previous 2006 DEUCE grant recipients are not eligible for this cycle.**
- Program must include at least 21 occasions of tennis play
- Program must include health education programming (e.g. health screenings)
- Program must include a documented health relationship with a dietician, physician or health education specialist, or health care association (e.g. American Heart Association, American Diabetes Association, Endocrine Society, etc.)
- Program must submit credentials of the associated health specialist, including three references
- Program must submit an operating budget for 2004 and 2005 and with details that show how DEUCE dollars will be allocated
- All program goals must be realistic, actionable and attainable

Grants are for one year and range between \$2,500 and \$15,000. Grants awards are designed to supplement programs to enable the addition of missing DEUCE elements.

The 2006 DEUCE grants are now available. As stated above, previous 2006 DEUCE grant recipients are not eligible for this cycle. All DEUCE grant applications **must** be received by the USTA Office of Diversity by **October 31, 2006**.

Please Mail Application to:
The United States Tennis Association
Office of Diversity
70 West Red Oak Lane
White Plains, NY 10604

Proceed to next page for DEUCE Program Grant Application



DEUCE Grant Application
(Disparity Elimination Using Care and Exercise)

Name:

Organization Name:

Address:

City, State, Zip:

Email of Contact:

Phone Number:

Fax Number:

Tax ID Number:

501 c(3) Status YES NO

If NO, do you have an agent with 501 c(3) Status? YES NO

Can you be classified as any of the following: (please circle)

- City Government or Municipality
- Public School (K-12)
- College or University
- Not for Profit Organization
- Public Park
- Private Tennis Club
- Membership Based Fitness Spa or Health Club

Grant Amount Requested:

1. Goal you plan to achieve as a result of receiving the DEUCE Grant:

2. In details please describe the tennis program you plan to implement with the grant award:

Please let us know if your tennis coach attended a Recreational Coaches Workshop

3. In details please describe the health & diet education program you plan to incorporate into the tennis and fitness program you have designed:

4. Describe the percentage of time spent on tennis versus other physical activities, if any.

5. Describe the percentage of time spent on health education vs. tennis.

6. Please describe a *detailed plan* to reach out to multicultural members of your community including the family members of your target audience to attract them to your facility for the tennis and health education programming:

7. Will your program target youth, families, boys, girls, adults? Please describe your desired target audience and a realistic number of participants:

Additional Documents Required:

1. Please attach the official full operating budget for your facility for 2004 and 2005 and with details that show how DEUCE dollars will be allocated.



2. At least one letter from a dietician, physician or health education specialist, or health care association (e.g. American Heart Association, American Diabetes Association, Endocrine Society, etc.) detailing their commitment and intent to assist in delivering quality health, diet, and fitness information.
3. Credentials of the associated specialist. Please include three references to be checked as a part of the grant process.

4. Detailed staff description:

Full time staff	
Part time staff	
Volunteers & Staff dedicated to fitness	
Volunteers & Staff dedicated to tennis full time	
Volunteers & Staff dedicated to tennis part time	
Volunteers & Staff dedicated to health and diet education	

5. Upon notification of a USTA or USTA Tennis and Education Foundation DEUCE grant I understand that I am required to submit a schedule detailing at least 21 days of tennis **and** health education programming, BEFORE receiving the actual grant check. Failure to produce a schedule will result in the forfeiture of my grant award.

Signature

GRANT ACCOUNTABILITY

The _____ agrees to *planned* or *unplanned* visits by a USTA designee to inspect or evaluate the tennis and health education program offered as a result of the grant award. Visits are left to the discretion of the evaluator based on the schedule submitted to the USTA as a condition of the grant award. Reports completed by the evaluator will be returned to the USTA and our facility, so we may know how we may improve our program in an effort to qualify for future grants.

The _____ agrees to provide a progress report to the USTA Office of Diversity after the 10th session of tennis. The following information will be included:

- Number of participants
- Ethnicity, age, and gender of participants and whether they have played tennis before DEUCE



- Health screenings offered year-to-date
- Feedback about the sessions, plans for modifications or improvements to the program

The _____ agrees to provide progress reports to the USTA Office of Diversity after the 21st session of tennis. The following information will be included:

- Number of participants to date
- Ethnicity, age and gender of participants
- Health screenings offered
- Feedback about the sessions, lessons learned, changes made along the way to make the program more effective
- Feedback from partners or medical professionals involved in the program

We understand that failure to provide either report will result in disqualification for all future Multicultural Grants offered by the USTA Office of Diversity or USTA Tennis & Education Foundation.

Program Director Date_____

Please Mail Completed Application to:
The United States Tennis Association
Office of Diversity
70 West Red Oak Lane
White Plains, NY 10604

****All Applications must be received by October 31, 2006**

END OF APPLICATION

