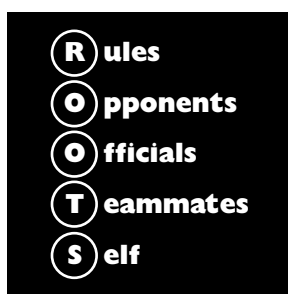

Role of the Culture Keeper

A Culture Keeper helps shape the culture of a youth sports team and/or organization. Culture is simply “the way we do things here.” The bedrock of a positive youth sports culture is Honoring the Game.

A Positive Youth Sports Culture involves not only the coaches and athletes, but also parents and fans. That’s where you come in. The Culture Keeper’s job is to spread the word about Positive Coaching to parents and fans on the sidelines. Here’s how:

Become familiar with the three principles of Positive Coaching (Honoring the Game, Redefining Winner, and Filling the Emotional Tank). Read PCA material, check out the PCA web site for more information. Ask the coach about anything you don’t understand. In particular, memorize the elements of Honoring the Game (ROOTS) which include respect for



Review “How to Intervene” available from your organization and the PCA web site (www.positivecoach.org).

Get to know other parents on the team at the beginning of the season. Talk with them about your role early on and ask for their support on the sidelines during games. Make sure they have seen the PCA Parent Letter and ask if they have any questions about it. If they haven’t, give them a copy.

As the season progresses, continue to keep the idea of Honoring the Game alive with all the parents.

Welcome new families to the program and let them know up front about “How we do things here”.

Give occasional pre-game talks to the fans on the sidelines. Remind everyone to “Honor the Game,” support all the athletes and to have FUN!

Carry a supply of “Honor the Game” stickers and cards to give to parents. (Available from PCA: www.sedonamg.com/pca/store or call toll free 866-725-0024).

Be visible on the sidelines. Take the lead and demonstrate to others how to Honor the Game.

Acknowledge those participants “doing it right.” People tend to do what gets rewarded – thank those who Honor the Game.

If parents get upset about calls made by officials or act in any way that doesn’t Honor the Game, gently remind them that this team is committed to Honoring the Game no matter what. Even if the official makes a bad call. Even if the other team doesn’t Honor the Game. This may also be a good time to hand them a sticker or card.

Do not put yourself at physical risk. If the person becomes abusive to you or continues to act inappropriately, do not retaliate either physically or verbally. Simply withdraw and go find an official of the organization and tell him or her what is happening, so appropriate action can be taken.

Don’t forget to enjoy the season. It’s going to be a great one.