

Special Olympics Healthy Athletes: Updates and New Directions

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Today's Webinar

Topics:

- 1. Overview of Program*
- 2. New Strategic Priorities*
- 3. Updates from Athens*



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1. Special Olympics

Sports at the core:

- 32 Olympic-type sports
- 49,778 annual competitions
- World Games every two years
- Major Regional Games

Broad scope:

- Programs in 170 countries
- 3.7 million athletes
- 275,000 coaches
- 847,000 volunteers



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Special Olympics Healthy Athletes

A Clinical Vehicle to address Public Health Needs

- Free health screenings for athletes
- Run by health professional volunteers & students
- Clinical and didactic training for these volunteers
- Data aggregated across all events, and used to educate and inform:
 - Improved public policies
 - Expanded research and programming
 - Greater awareness about health needs



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2. New Strategic Priorities, 2011-2015

- Local level partnership development
- Enhanced access to follow-up care
- Integration of health throughout SO programming
- Additional elements to address developing world health concerns



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Local Level Partnership Development

- Create communities of care for athletes
- Engage local, state, provincial, and national governments and “influencers”
- Reduce dependence on SOI for funding

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Local Level Partnership Development



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Local Level Partnership Development: Examples

- Special Olympics Indonesia / Indonesia Dental Association – support for screening, provision of follow up-care, continuing ed credit , earned media
- Special Olympics New Zealand / Donald Beasley Institute – analysis of raw data, creation of an evidence-based business case for policy and funding purposes



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Enhanced Access to Follow-up Care

- Establish linkages between the screening event and community care providers.
- Engage and educate additional health professionals and students

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Enhanced Access to Follow-up Care

Examples

- Mission of Mercy (United States)
- Hear the World Foundation/Phonak



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Integration of Health Throughout SO

- Families education program
- Young Athletes
- Athlete Leadership Programs (ALPs)
- Sports (Fitness Programming)
- Coaches training

Key lessons: ensuring support of key leaders, inclusion in SOI Strategic Plan, couching health agenda as one of “enhancing sports performance.”

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Integration of Health Throughout SO Examples

TRAIN (Testing Recreational Activities & Improving Nutrition)

- Sport-specific readiness assessment
- Sport-specific conditioning programming
- Sports nutrition and hydration education



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New Programming for Developing World Health Concerns

- Adapt and augment screening programs to cover a broader range of health concerns
- Engage with a range of global health and international development organizations (government, NGO, foundation) to adapt existing materials for our athletes.
- Ensure that programming translates and is readily adopted in a range of settings.

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New Programming for Developing World Health Concerns: Examples

Handwashing and
Water Hygiene Module

Pilots: Malawi, Athens



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3. Updates from Athens, Greece 2011 World Summer Games

- 3751 athletes screened
- New Clinical Directors trained from 23 countries
- Hundreds of Greek health professionals trained



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Updates from Athens, Greece

2011 World Summer Games

- Pilot of hand washing module
- Nearly 200 athletes to be fit with hearing aids under remote access model through Phonak distribution network
- Demonstration of new cell-phone project for direct data entry and interactive text messaging follow-up with athletes post-event.



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Updates from Athens, Greece 2011 World Summer Games

- Signing of partnership agreement between SOI and UNICEF for global and local-level collaboration.
- Discussions with UNICEF, European Commission, Heads of State, Ambassadors, UNESCO, Health Ministers, Corporate leaders, Media, Sports Federations, Celebrity athletes



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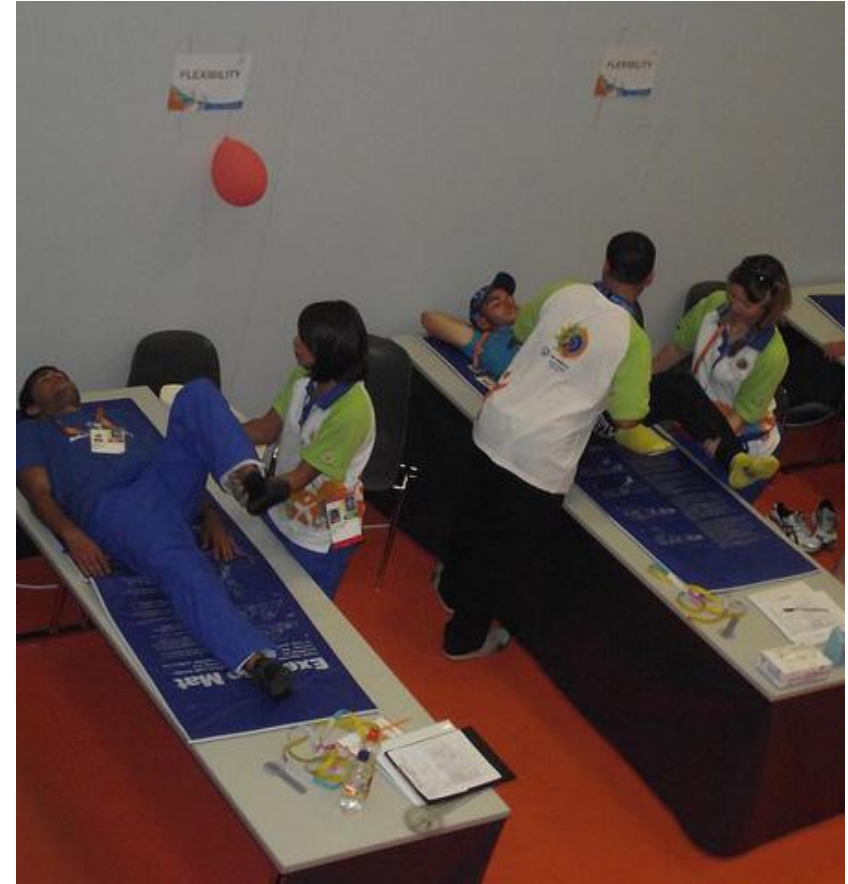
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Video clip from Athens

3.5 minute video clip that shows what a Healthy Athletes event looks like and how we adapt clinical protocols for non-verbal athletes and athletes with other challenges:

<http://www.specialolympics.org/HealthyAthletesatAthens2011.aspx>



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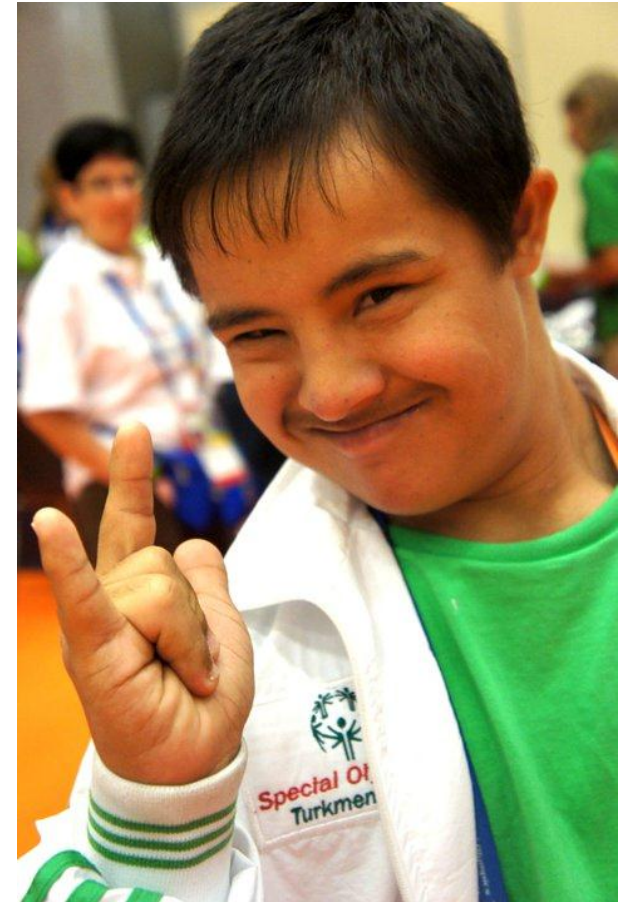


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Questions?

http://www.specialolympics.org/_Healthy_Athletes_at_Athens2011.aspx



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