**Overview**

- **Program Objective:** Provide fun, team-oriented, recreational fitness opportunities to keep service members in shape and to promote camaraderie
- **MTF:** U.S. Coast Guard Air Station Cape Cod
- **Implementation Dates:** 2007- Present
- **Point of Contact:** Candace Leblanc, Recreation Specialist, Candace.C.LeBlanc@uscg.mil
- **Total Force Fitness Domains:** Physical, Social, Medical, Behavioral

**Program Description**

- Several coed leagues are run on base throughout the year at the request of several active duty members interested in team sport opportunities
- Leagues include softball, flag football, volleyball, and bowling. Basketball and volleyball leagues are on hold until a regular gym space is secured
- Each league has paid officials to create a consistent competition experience
- The sports leagues are part of a broader adult fitness program that includes lunchtime fitness classes and occasional Zumba, yoga, martial arts, and cycling classes depending on instructor availability. The fitness program also includes a disc golf course and pool for individual lap swimming, aerobics and Crossfit, and has sponsored 5Ks, duathlons, and a Mother’s Day running race

**Evidence of Program Effectiveness**

- Average number of teams per league:
  - Softball: 8-12 teams
  - Flag Football: 7-10 teams
  - Volleyball: 5-7 teams
  - Bowling: 8-12 teams
- Approximately **10-12 individuals participate in more than one league each year**

**Costs and Required Resources**

- 2 FTEs: one GS-9 and one GS-6 to manage all adult fitness programming
- $12-15K per year for officials depending on the number of teams in each league
- Cost of equipment for each league
- No facility fees

**Lessons Learned**

- Use **flyers at the exchange, local Facebook pages, monthly newsletters, base news sources and all-hands meetings** to advertise the leagues and solicit input
- **Conduct a 1-day “preseason tournament”** prior to the start of the league with all interested participants and the officials to ensure everyone is aware of the rules of the game. This can help create excitement and interest, driving word-of-mouth marketing around the base
- **Keep the leagues flexible** depending on the people on base during a certain time of year. High turnover on base requires coordinators to offer different leagues based on interest levels during that particular season and many of the same individuals like to join multiple leagues
Adult Sports Program in Action

Sample Marketing

Benefits of Team Sports

There is ample academic research on the benefits of exercise as an adult, but the benefits of engaging in team sports is less well known:

- In a systematic review, participation in club-based or team-based sport is associated with improved health outcomes compared to individual activities, due to the social nature of the participation.\(^1\)
- In a comparison of club sport, gym activities and walking, mental health and life satisfaction were significantly higher in the club sport group than in the other groups.\(^2\)
- A recent study found that sports participation has a positive effect on the subjective well-being of the population.\(^3\)
- Sports participation related to less distress in unemployed mid-aged adults, and to less stress in unemployed women, unemployed young adults, and young adults with blue-collar jobs.\(^4\)
- Exercise that is pleasant and enjoyable can improve adoption and adherence to prescribed exercise programs.\(^5\)

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\(^1\) A systematic review of the psychological and social benefits of participation in sport for adults: informing development of a conceptual model of health through sport.

\(^2\) Does sports club participation contribute to health-related quality of life?

\(^3\) Does sport make you happy? An analysis of the well-being derived from sports participation.

\(^4\) Specific associations between types of physical activity and components of mental health.

\(^5\) American College of Sports Medicine position stand. Quantity and quality of exercise for developing and maintaining cardiorespiratory, musculoskeletal, and neuromotor fitness in apparently healthy adults: guidance for prescribing exercise.