

# Adult Sports Program

## 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, walleyball, 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
  - ✓ Walleyball: 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

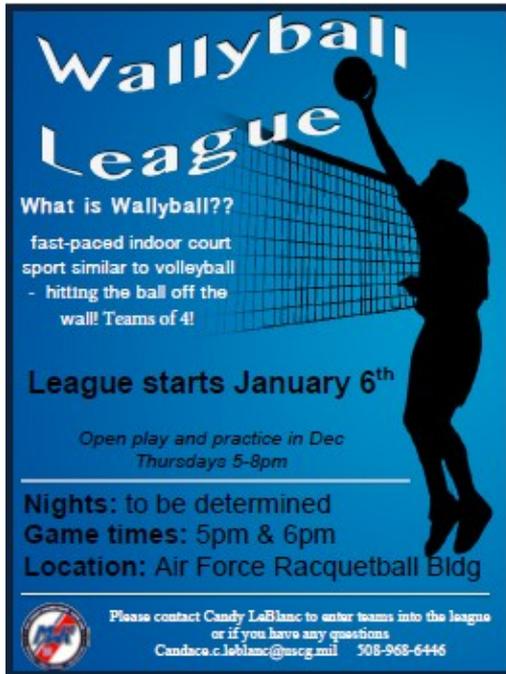
## Lessons Learned



- 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



**Wallyball League**

What is Wallyball??  
fast-paced indoor court sport similar to volleyball  
- hitting the ball off the wall! Teams of 4!

League starts January 6<sup>th</sup>

Open play and practice in Dec  
Thursdays 5-8pm

Nights: to be determined  
Game times: 5pm & 6pm  
Location: Air Force Racquetball Bldg

Please contact Candy LeBlanc to enter teams into the league or if you have any questions  
Candace.c.leblanc@uscg.mil 508-968-6446



USCG MWR  
ADULT SOFTBALL LEAGUE

**ATTENTION!**

The Jim Tabor Memorial Adult Softball League season begins in May.

If you or a team is interested in participating, please contact Candy LeBlanc, 508-968-6446, [Candace.c.leblanc@uscg](mailto:Candace.c.leblanc@uscg).

The Captain's meeting is March 28, 1200, at Crosswinds to discuss; teams, rules, schedules and preseason tournament



**USCG MWR BASKETBALL LEAGUE**

Season Starts February 8<sup>th</sup>

WEDNESDAY NIGHTS ONLY, 9 weeks  
MMR Base Gym, Connery Ave

Captain's meeting is Thursday, January 26<sup>th</sup> @ 11:00a  
@ Crosswinds Activity Center.

TO SIGN UP CONTACT CANDY LEBLANC  
508-968-6446 or [Candace.c.leblanc@uscg.mil](mailto:Candace.c.leblanc@uscg.mil)



**ADULT FLAG FOOTBALL**

Tuesdays & Thursdays  
1700 and 1800

Season Begins 10 September

SHAW FIELD  
(behind Arms barracks)

Got a team? Want to be on a team?  
**Coaches & Free Agent Meeting**  
Thursday, 15 August @ 1200  
Crosswinds Activity Center to discuss teams, rules and schedule.

Stars N Stripes  
201

**USCG MWR**

For More Information Contact Candy LeBlanc  
Candace.C.LeBlanc@uscg.mil — (508) 968-6446

## 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<sup>1</sup>
- 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<sup>2</sup>
- A recent study found that **sports participation has a positive effect on the subjective well-being of the population**<sup>3</sup>
- 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<sup>4</sup>
- **Exercise that is pleasant and enjoyable can improve adoption and adherence** to prescribed exercise programs<sup>5</sup>

<sup>1</sup> [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](#)

<sup>2</sup> [Does sports club participation contribute to health-related quality of life?](#)

<sup>3</sup> [Does sport make you happy? An analysis of the well-being derived from sports participation](#)

<sup>4</sup> [Specific associations between types of physical activity and components of mental health](#)

<sup>5</sup> [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](#)