

CULTURAL INCLUSION RESOURCE GUIDE



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# OUR MISSION

*USA Swimming is committed to a culture of inclusion and opportunity for people of diverse backgrounds, including, but not limited to, race, age, income, ethnicity, religion, gender, gender expression, and sexual orientation.*

# 70%

of African-Americans  
**DON'T  
KNOW  
HOW**  
to swim

# 88%

Formal swim lessons can  
**REDUCE** the  
likelihood of  
childhood  
drowning  
by 88%

# 10

people drown in the US **EVERYDAY**



# 321.4

million people in the U.S.



# 339,903

year-round athletes  
registered with  
USA Swimming

# 13.2%

45,003,665 of whom are  
African-American

# 3492

of whom are  
African-American=1%

These are estimations based on the 2010 census.





# STUDIES SHOW...

*In 2010, USA Swimming and the University of Memphis teamed up to identify key barriers to urban minority group participation in swimming. These barriers actively prevent minority groups from wanting to engage in the sport:*

- Fear factor (both swimmer and parent)
- Swimming ability
- Physical appearance
- Parental influence/encouragement
- Role model recognition/influence
- Access to facilities

USA Swimming recognizes the value of diversity in our organization and our swim teams. We are dedicated to addressing these obstacles and extending our reach to minority groups.

# WHY SWIM?





# PREVENT DROWNING

Drowning is a leading killer of American children. According to the CDC, African-American children drown at a rate nearly three times higher than their Caucasian peers. \*Currently, 70 % of African-Americans and 60% of Hispanic/Latino children are unable to swim.







# PROMOTE FITNESS

Over 30% of kids are at risk for obesity-related illnesses. Swimming is a lifetime activity for ages 1 to 101. It is easy on joints and relatively injury free compared to other youth sports. Swimming also reduces exercise-induced asthma and burns calories quickly.

## SKILL AND STRENGTH

Swimming teaches skill development and improves strength and coordination. Many super-stars in other sports started as swimmers, where they gained the strength and coordination necessary to excel.



## PHYSICAL SUCCESS

Swimmers are motivated to strive for self-improvement. They learn how to set goals and work towards them in practice and at meets.

## LIFE VALUES

Swim team cultivates a positive mental attitude and high self-esteem. Kids work together to achieve team goals and learn sportsmanship as they deal with winning and losing. Swimmers also learn to work with officials, teammates, and coaches.



# PROGRAMS







## CAMP SYSTEM

The National Diversity Select Camp (NDSC) is a camp that invites 48 athletes from underrepresented demographics to a 3-day camp that includes pool and classroom sessions with a focus on leadership. For more information please visit:

<https://www.usaswimming.org/camps>

To progress to the NDSC, camps are also available at the Zone and LSC (Local Swimming Committee) level.

<http://www.usaswimming.org/camps>

## MENTORSHIP PROGRAM

USA Swimming offers a Diversity Coach Mentorship Program. This program focuses on matching diverse mentee coaches with experienced mentor coaches.

<http://www.usaswimming.org/diversity>

# COMMUNITY SWIM TEAMS

Along with the help of LSC's, USA Swimming looks to partner with diverse communities around the country in order to increase the diversity of our membership.

<http://www.usaswimming.org/diversity>



## SIGMA GAMMA RHO

In 2012, USA Swimming, partnered with the historically black international Sigma Gamma Rho Sorority, Inc. to help reduce the drowning rate in the African-American community. To learn more, please visit:

<http://www.usaswimming.org/swim1922>







# MAKE A SPLASH

The USA Swimming Foundation's Make a Splash program initiative is a national child-focused water safety campaign, which aims to provide the opportunity for every child in America to learn to swim. For information on lesson opportunities near you, please visit: <http://www.usaswimming.org/makeasplash>



## OUTREACH

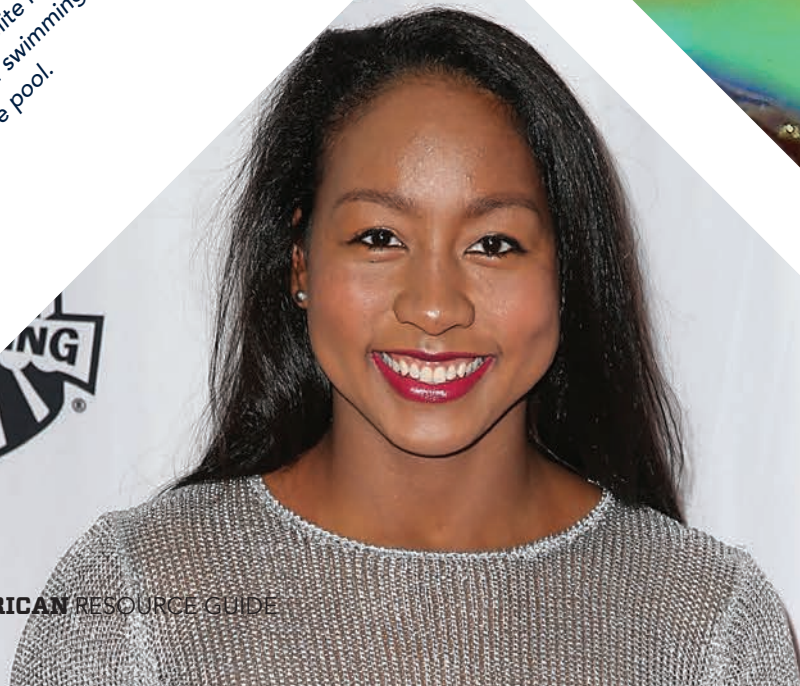
USA Swimming offers an Outreach Membership program that provides a discounted membership fee to need-based youth in the community.

<http://www.usaswimming.org/diversity>



# WHO'S WHO?


The following athletes have achieved elite level success in the sport of swimming either in or out of the pool.



LIA NEAL



MARITZA CORREIA



SIMONE MANUEL

## MARITZA CORREIA

- First female Puerto Rican of African-American descent to become a medal winner as a member of the 2004 Olympic team.
- First African-American in the US to set American records in an individual event in swimming and to set a World record.
- 27-time All-American at the University of Georgia, winning every distance of freestyle at least once
- 11-time NCAA Champion
- Inducted into Georgia's Aquatics Hall of Fame.
- Member of Sigma Gamma Rho Sorority, Inc., and spokesperson for partnership
- 2013 Recipient of USA Swimming's Diversity and Inclusion Award

## LIA NEAL

- Second African-American to earn an Olympic medal as a member of the 2012 Olympic team.
- In her first two years at Stanford University, she was a 7-time All-American and school record holder in four events.
- Placed second in the historic 100 freestyle at the 2015 Division I NCAA Championships.



## SIMONE MANUEL

- At 17, held the second-fastest 50 freestyle time in American history.
- National team member.
- Has served as an athlete representative for USA Swimming's Diversity and Inclusion Committee.
- Winner of the historic 100 freestyle at the 2015 Division I NCAA Championships for Stanford University, which was also an American record.

*In March of 2015, three college athletes-- Simone Manuel, Lia Neal, and Natalie Hinds-- swept the 100 yard freestyle and made history as the first African-Americans to sweep a swimming event at the NCAA Women's Division 1 Championship.*



## NATALIE HINDS

- 16-time All-American at the University of Florida.
- Holds first place all-time rankings at the University of Florida in 6
- Placed third in the historic 100 yard freestyle at the 2015 Division I NCAA Championships.

NATALIE HINDS



# CULLEN ▼ JONES

- First African-American male to break a world record (2006 Pan Pacific Games)
- Four-time ACC Champion and 2006 NCAA Champion for North Carolina State University.
- Second African-American to win a swimming Olympic gold medal (2008 Beijing Games)
- First athlete ambassador for USA Swimming Foundation's Make a Splash initiative.



CULLEN JONES

# BYRON DAVIS ▼

- 4-time All-American while at UCLA 1989-1993
- National team member 1996
- American record holder



BYRON DAVIS



ANTHONY ERVIN

GOLDEN GOGGLE  
AWARDS

USA SWIMMING



## ANTHONY ERVIN ▲

- First of African-American descent to make U.S. Olympic Team (2000 Sydney Games)
- First of African-American descent to win an Olympic Gold medal in 2000
- 3-time NCAA Champion for the University of California-Berkeley
- Set NCAA and American records in the 100 Freestyle.
- Only the second Cal-Berkeley Bear to win an NCAA title in multiple events.

## SABIR ▶ MUHAMMAD

- Achieved 7 Pac-10 Titles, 25 All-American honors, and three NCAA and American records while at Stanford University.
- Became the first African-American to win an international medal (2000 Short Course World Championships)



SABIR MUHAMMAD

# PILLARS OF THE SPORT

## ROBERT TROTMAN

- 2014 Diversity and Inclusion Award recipient.
- Initiated swim programs to work with children in urban NY and NJ communities
- Boasts a 90% college graduation rate of the swimmers he coaches.
- One of the most prolific minority-serving coaches in the history of the sport.
- Has been involved in the sport of swimming for 50 years
- Coached for York College and started Nu-Finmen Swimming

## TOMMY JACKSON

- 36 years as Head Coach for the City of Atlanta Dolphins Swim Team.
- Swam and dove competitively for Albany State University from 1972-1976
- Developed State, regional, and internationally ranked swimmer of all levels from novice to Olympic; these swimmers notably include
  - *1996, 2000 and 2004 Olympic Trial qualifiers*
  - *Junior and national team members*
  - *Four-time US Open Champion*
  - *Five-time World Cup Swimming Champion*
  - *Quadriplegic swimmers with numerous gold medals, world records, American records, Pan-American records, and a nomination for SCI Sports Hall of Fame.*

## JOHNNIE MEANS

- Started a predominantly black AAU competitive swim program in the 1960's through the South Central YMCA in Houston.
- Served as former Aquatics Director and Head Swim Coach for Texas Southern University for 25 years.
- Inducted into the Texas Swimming and Diving Hall of Fame in 2014, receiving the Lifetime Achievement Award.

## JIM ELLIS

- In 1971, formed the Philadelphia Department of Recreation swim team, the first African-American swim team of its' kind.
- Has since sent swimmers to Olympic Trials in every Olympic year since 1992.
- Recipient of the President's Award from the International Swimming Hall of Fame.
- Subject of the film *Pride* which premiered in 2007





# GET INVOLVED

*Getting into the sport of swimming is now easier than ever and it all starts with a phone call or click of a button.*



To learn more about USA Swimming's diversity programming, please contact our Diversity and Inclusion Team:  
<http://www.usaswimming.org/diversity>



To find a swim team in your area please click here:  
<http://www.swimtoday.org/>

To find swimming lessons in your community click here:  
<http://www.usaswimming.org/makeasplash>



ME  
SWIMM  
C Parks

speedo