



## Helping Youth *Play Across Boston*

*Play Across Boston*, the three-year research project of the Harvard Prevention Resource Center at the Harvard School of Public Health undertaken in collaboration with Sport in Society's *Urban Youth Sports* and a broad-based advisory board, was released by Boston Mayor Thomas M. Menino in December, 2002, at a press conference to celebrate its completion. "*Play Across Boston*" analyzed physical activity and sports resources and created a 'playbook' for future sports and recreation planning by the City of Boston.



Photo by Paul Ermlich

Boston Mayor Thomas M. Menino (left) and Sport in Society Director Peter Roby huddle with kids at the press conference to announce the release of the *Play Across Boston* report. Researchers completed a comprehensive city-wide assessment of young people in kindergarten through 12th grade and their involvement in physical activity. Report authors made 226 visits to public parks and recreation facilities and collected data from 235 sports and physical activity programs. The U.S. Centers for Disease Control and Prevention funded the study.

FOR A COPY OF THE *PLAY ACROSS BOSTON* REPORT, PLEASE VISIT: [WWW.SPORTINSOCIETY.ORG/UYS-PAB.HTML](http://WWW.SPORTINSOCIETY.ORG/UYS-PAB.HTML)

## Pop Warner Builds Communities



A future star Quarterback scrambles out of the pocket for a first down during a Mattapan Patriots football game. [Inset] Members of the Mattapan Cheerleading Squad pump up the crowd at a Patriots' home game.

MATTAPAN, MA – In the Fall of 2002, *Urban Youth Sports* coordinated the return of Pop Warner Football and Cheerleading to Mattapan, MA, after an over 10-year absence. Over 200 boys and girls, ages 7-15, participated. Together with the Mattapan Community Health Center and Mattapan Community Partnership, Sport in Society is building a stronger sense of community and access to needed resources in the inner-city neighborhood.

## A Home Run with the Red Sox

Sport in Society has teamed up with the Boston Red Sox and the Ron Burton Training Village to create athletic and life skills filled weekends for children. This partnership is operated in cooperation with Boston Mayor Thomas M. Menino and local District Attorneys. During the Spring of 2003, Sport in Society's *Athletes America*, with the guidance of *Project TEAM-WORK*, has been working with the youth on life skills clinics, diversity training, conflict resolution and teambuilding. The Ron Burton Training Village, named after the local sports legend and dedicated philanthropist, is a 300-acre campsite an hour northwest of Boston. Participating children will receive training in sports, life-skills and job interviewing. For more information, please call 617-373-4025.



Message from the Director



PETER P. ROBY

Welcome to the latest installment of the *Sport in Society NEWS!* We have set clear goals for the future of Sport in Society, including the improvement of the quality of our existing programs and ensuring operational excellence through our vision and values. On the pages of this newsletter, you will learn about how many young people we've touched through our leadership programs. In less than two years, *Urban Youth Sports* has created over 2,000 new sports participation opportunities for boys and girls in two traditionally under-served Boston neighborhoods, while linking these youth with health care services. Since last year, almost twice the number of schools have benefited from *Project TEAM-WORK*'s conflict resolution and diversity training. Programs such as our *Mentors in Violence Prevention (MVP)* program, which this September will celebrate its 10th anniversary, cannot continue to operate without your dedicated support. In these times of economic frugality, we must ensure sustainable funding for our programs to continue to positively impact the lives of our youth. I hope that as you read this issue you consider a contribution toward the ongoing success of our programs. Thank you.

## Sport in Society Reception Opens Chapter 2 A New Era Begins at Northeastern University's Landmark Center



Northeastern University President Richard M. Freeland discusses the future of Sport in Society.

BOSTON, MA – Sport in Society held its first ever welcome reception to the Northeastern University community on February 3, 2003. NU President Richard Freeland was on hand to stress his support of the organization. The event served as the formal introduction of Peter P. Roby as the new Director. Speeches were made by select program representatives.



Sport in Society Director Peter Roby (right) is joined by Donnie Perkins (left), Northeastern University Dean of Affirmative Action, and Pat Meservey (center), NU Vice Provost, as they show their ongoing support for Sport in Society.



Kevin Fitzgerald, Sport in Society's newly-appointed Special Assistant to the Director, former Director of Urban Youth Sports, and Mass. Sgt. at Arms, provides opening comments at the Sport in Society reception.

Photos by Nicole Rousseau

## FUNDING UPDATE

*Sport in Society is grateful for the support of the following organizations!*

### Sport in Society:

- George Behrakis
- Scott Black
- John and Carolyn Connors
- Donna Harris-Lewis
- Gene Reppucci
- Gary & Lynne Smith
- Ed Mank Foundation

### Athletes in Service to America:

- AmeriCorps - CNCS

### Disability in Sport Initiative:

- Christopher Reeve Foundation
- Nike, Inc.
- Artemis Joukowsky
- Bucksbaum Charitable Fund

### Mentors in Violence Prevention (MVP):

- National Consortium for Academics and Sports
- Mass. Department of Social Services

### Project TEAMWORK:

- The Atlantic Philanthropies

### Urban Youth Sports:

- Blue Cross Blue Shield of Mass.
- Cricket Island Foundation
- Mass. League of Community Health Centers
- Partners HealthCare
- Reebok
- Robert Wood Johnson Foundation
- John Hancock Financial Services

## Multiculturalism in Sports at the Human Rights Squad Forum

*Theme of Project TEAMWORK's 12th-Annual Event Chosen by the Students Themselves*



Urban Youth Sports Health Connection Sports Specialist Woodley Auguste (left) facilitates the "One-Armed Basketball" station for middle school boys and girls as part of the disabled sports awareness component of the Human Rights Squad Forum.



Lynn Vocational Technical High School won the 2003 Darryl Williams Award and was honored with a banner to hang in their school.

BOSTON, MA – On May 8, 2003, *Project TEAMWORK* celebrated the 12th-Annual Human Rights Squad Forum at Northeastern University. The theme, selected by the Human Rights Squad members themselves, was "Multiculturalism in Sports" and featured an array of sports clinics designed to expose the middle and high school students to sports for athletes with a disability. The 2003 Human Rights Leadership Awards were presented to Doris Bunte (adult category), the first African-American woman elected to the Mass. Legislature; and Michael McGue and Caitlyn Martin (student category) from Archbishop Williams High School. The Darryl Williams awards were presented to Lynn Voc. Tech. High School and the F.A. Day Middle School. Featured speakers at the event included Kip St. Germaine (2002 Gold Medal Winner, U.S. Paralympic Sled Hockey Team), Leo Nolan (Iroquois Nationals Lacrosse Team) and Laura Noah (Noah Mediation Service) who spoke on discrimination against gay and lesbian athletes. For more info, call 617-373-4258.



Middle schoolers lined up to take their best shot at the "Wheelchair Basketball" shoot-around.



A middle school girl and boy try the "Blind Relay Race".

## Boston Marathon Highlighted at the Disability in Sport Symposium

*National Experts Convene for Panel Discussion on the Boston Marathon's Legacy of Inclusion*

BOSTON, MA – The Boston Marathon, visionary in its inclusion of disabled athletes, was featured at the *Disability in Sport* Symposium titled, "The Boston Marathon: Paving the Path for Inclusion." The event, held April 18, 2003 at Northeastern University's Egan Center, was hosted by the Boston Athletic Association and John Hancock Financial Services. For more information on the *Disability in Sport* program, please call 617-373-8936.



(left-right) *Disability in Sport* Research Fellow Dr. Ted Fay, *Disability in Sport* Director Eli Wolff, "Raising the Bar" author Artemis Joukowski (seated), Dr. Karen DePaw, Jean Driscoll (seated), *Disability in Sport* Research Fellow Dr. Mary Hums, Sport in Society Director Peter Roby.



*Disability in Sport* Director Eli A. Wolff (right) unveils the new logo for the program with "Raising the Bar" author Artemis Joukowski.



*Disability in Sport* Research Fellow Dr. Ted Fay (left) moderates the panel.



8-Time Boston Marathon winner Jean Driscoll signs an autograph.



Research Fellow Dr. Mary Hums (right) speak on the panel with Jean Driscoll.

## Leadership & Teamwork Highlight National Student-Athlete Day NCAS Northeast Regional Office Coordinates 7th-Annual Mass. Citizenship Awards Ceremony

Photos by Paul Ermlich, except \* by Mike Kane, MIAA



NCAS Northeast Regional Office Director Kevin J. Matthews moderates the Boston awards ceremony on April 29, 2003. Matthews spoke on the importance of volunteerism of student-athletes after they leave high school and attend college.

BOSTON, MA – For the first time, the *National Consortium for Academics and Sport* (NCAS) hosted two separate Mass. Student-Athlete Citizenship Awards ceremonies. On April 10, the National Basketball Hall of Fame in Springfield, MA was host to 35 western Mass. schools and approximately 150 high school boys and girls. On April 29, Northeastern University in Boston, MA hosted its own event for 48 registered schools and 202 registered young leaders of tomorrow. The event was cosponsored by the Mass. Interscholastic Athletic Association (MIAA).



High School student-athlete and "Leading by Example" orator Brian Nelson (left) joins his fellow classmates and chaperone from Wachusett Regional High School at the Boston awards ceremony. Approx. 200 young adults registered for the event.



NU Track star Zara Northover (left) joins High School student-athlete David Paine, *Bishop Feehan HS*, for the Panel titled: "Do The Right Thing" at the Boston awards ceremony.



High School student-athletes Carmen Oyola (left), *Sabis International Charter School*, and Lindsay Galli, *Mt. Greylock Regional High School*, at the Springfield awards ceremony.



Sport in Society COO, Allyce Najimy, was a keynote speaker at the Springfield event. \*



High School student-athlete Colleen Burke, *Pittsfield High School*, offers a first-hand testimonial during the "Leading By Example" Panel at the Springfield awards ceremony on April 10, 2003. Approx. 150 young adults attended the event.

## Nat'l. Gay & Lesbian Athletics Conference Provides Forum

Photos by Paul Ermlich



ABOVE: Sport in Society Director Peter P. Roby offers his insight into the legacy of discrimination against the gay and lesbian athlete in sports at the inaugural National Gay & Lesbian Athletics Conference at MIT on March, 28-30, 2003.

BOSTON, MA – Sport in Society was proud to be invited to participate in the first National Gay and Lesbian Athletics Conference. Director Peter Roby and Eli Wolff spoke on the "Diversity in Sports" Panel at the event held at MIT on March 28-30, 2003.



RIGHT: Disability in Sport Director Eli Wolff (right) also served on the "Diversity in Sport" Panel at the Conference. Wolff spoke on the similarities and differences between the discrimination against disabled athletes and gay and lesbian athletes.

## Project TEAMWORK Curriculum to Help Heal Northern Ireland

BELFAST, NORTHERN IRELAND – *Project TEAMWORK's* conflict resolution curriculum will soon appear in every middle school in the conflict-riddled country of Northern Ireland. *Project TEAMWORK's* Associate Director Amy Bowen presented at the "Sport and Social Responsibility Conference" in Belfast, Northern Ireland, on April 11, 2003. The goal of the conference was to bring together researchers and practitioners to talk about how sports can be used to diffuse religious strife between the Protestants and Catholics. Bowen's involvement resulted from a visit by the Irish Football Association's Community Outreach Director, Michael Boyd, who visited Sport in Society and determined that *Project TEAMWORK* would be a model to use sports to address the issue of discrimination and segregation in Northern Ireland.



*Project TEAMWORK's* Amy Bowen (right) with Belfast Mayor Maskey in Northern Ireland.

## Diversity in the Sports Industry

### Discussion on Equality in Sports Business

Photos courtesy of Women In Sports and Events (W.I.S.E.)



NEW YORK, NY – Sport in Society Director Peter Roby served as the moderator for the Women in Sports and Events' *Equality in the Sports Business Arena* panel discussion on March 11, 2003 at the NBA store on Fifth Avenue.

ABOVE: Sport in Society Director Peter Roby (right, back) joins panelists (left-right) Michelle Leftwich, Assistant General Counsel, NBA; Kerry Chandler, VP of Human Resources for ESPN; Wendy Lewis, VP of Strategic Planning, Recruitment and Diversity for Major League Baseball; Kamini Sharma, Director of International Marketing for the National Hockey League; and Jessamy Tang, Owner of Jessamy, Inc., a sports media company.



## NHL's First African-American, Willie O'Ree, Visits The Center

BOSTON, MA – Sport in Society was honored with a visit by the first African American player in the NHL, Willie O'Ree. Now, the Director of the NHL's Ethnic Diversity Task Force, Coach O'Ree inspired the staff of Sport in Society with his true story of determination in the face of discrimination. Afterwards, O'Ree coached a clinic for local urban youth from the S.C.O.R.E. Boston program.



NHL Director of the Ethnic Diversity Task Force, Willie O'Ree, the first African American player in the NHL and former Boston Bruin, speaks to the staff of Sport in Society about the history of integration in hockey at the Northeastern University Varsity Club.



Coach Willie O'Ree pauses with some young hockey hopefuls before taking to the ice for a clinic at NU's Matthews Arena.

Photos by Paul Ermlich

## MVP Youth Event Hosts Leadership Initiative Games at Northeastern

### High School Participants in the Mentors in Violence Prevention Program Assemble for Action



Various teamwork challenges brought people together to problem solve.

BOSTON, MA – On May 1, 2003, the Mentors in Violence Prevention (MVP) Program hosted the 5th-annual Youth Leadership Day on the campus of Northeastern University. A total of 75 high school students from six high schools attended the event and took part in various problem solving “leadership initiative” games.



Participants learned that they are part of a larger effort to address gender violence.



Physically and mentally challenging games forged new friendships between strangers.

Students comments included: *“Teamwork and communication are the only way to achieve your objective.”*

*“(I learned that if) you put people in a room together that don't know each other and there's a task – they will work together to get it done.”*



MVP-trained high school leaders fill out evaluation forms to chart the event's efficacy.

Photos by Paul Ermlich

## In the News ... Media Highlights

- The Christian Science Monitor.** 5/22/03.  
"Annika Sorenstam Swings Across a Gender Barrier" By Daniel Wood.
- USA Today.** 4/30/03.  
"Iowa State Moves to Fire Coach" By Steve Weinberg.
- The Associated Press.** 3/1/03.  
"Nebraska's Legislature Considers Pay for Players" By Eric Olson
- The Washington Post.** 2/27/03. "The Tao of Yao: Towering All-Star Helps Attract Asian Fans" by Phuong Ly.
- The Boston Globe.** 2/23/03.  
"Larger Microscope Needed for Ephedra" by Gordon Edes.
- US News and World Report.** 2/17/03.  
"James and the Jersey Breach" by Dan Gilgoff on LeBron James
- The Chicago Tribune.** 2/9/03.  
"A Powerful, Dangerous Mixture" by Michael Hirsley on athletes & guns.
- The New York Times.** 1/26/03.  
"Casinos and Sports: A Growing Alliance" by Jeff Holtz.
- WFAE (Radio).** 1/21/03.  
Stereotypes of Asian athletes in america, specifically Takahito Suzuki.
- Ottawa Sun.** 1/5/03.
- London Free Press.** 12/18/02.
- Toronto Sun.** 12/08/02.  
"Minority Report: More Talk Has Yet To Translate Into More Action For African-American Coaching Hopefuls" by Steve Simmons.
- Palm Beach Post.** 12/22/02.  
"The Decline Of Sportsmanship" by Hal Habib.
- ESPN's Outside the Lines.** 12/12/02. Peter Roby on LeBron James
- Oprah Winfrey Show.** 12/12/02. "Be A Man"
- The Sacramento Bee.** 11/18/02.  
"Steeped in History, Hazing still Hurts" by Erika Chavez & Niesha Gates.
- St. Paul Pioneer Press.** 11/18/02.  
"Gays Await Breakthrough in Pro Sports" by Sean Jensen.
- Sports Business Journal.** 11/11/02  
"Diversifying Classroom a First Step" by Peter Larsen.
- The Los Angeles Times.** 10/10/02.  
"Women Tackle Flag Football, With Gusto" by Elizabeth Mehren.



Photo by Paul Farnlich

Vernard Fennell (right), Urban Youth Sports Health Connection Site Coordinator from the Mattapan Community Health Center, facilitates an exercise at the MVP Youth Leadership Event held on the campus of Northeastern University.

## Expanding Sports Opportunities

Sport in Society's *Urban Youth Sports - Health Connection* creates sports and physical activity opportunities as well as access to health care for young boys and girls in Boston's urban areas. Recently, the *Health Connection* expanded its scope of service to the resource-challenged neighborhood of Dorchester, MA. The Bowdoin Street Community Health Center in Dorchester joins similar health centers in Jamaica Plain and Mattapan, MA.

Each health center hosts an on-site coordinator to direct services for youth: Vernard Fennell (Mattapan Health Center), Colleen Moore (Brookside Health Center in Jamaica Plain), and Julie Vanier (Bowdoin Street Health Center). Since its inception, *Urban Youth Sports* has served over 2,000 youths across Boston. Local funding is provided by Blue Cross Blue Shield and the Mass. League of Community Health Centers. *Urban Youth Sports* is actively seeking national and local funding to continue its service to these young boys and girls. For more information, please call 617-373-4025.

## Athletes in Service Highlights:



Athletes in Service to America Corps Member Ellen Daly (from the Northeastern University operating site) mentors a young boy.

ROXBURY, MA – *Athletes in Service to America* continues to impact the lives of youth at the four operating sites: Canisius College, Eckerd College, the University of Kentucky and Northeastern University. Through May of this year, **57 corps members** have mentored **3,500 youth** for a total of **49, 540 hours**. For more info on *Athletes in Service*, please call 617-373-8941.

## MIAA's Partner of the Year



FRANKLIN, MA – The Massachusetts Interscholastic Athletic Association (MIAA) announced that Sport in Society was its *Partner of the Year* (Wellness Partnership Award) at a ceremony on May 9, 2003.

Accepting the MIAA's Wellness Partnership Award are Sport in Society's Stephen Burke, Peter Roby, and Kevin Matthews. *Photo by Mike Kane, MIAA.*

INVEST IN  
SPORT IN SOCIETY

## MVP Institute Raises Awareness, Trains Leaders

Photo by Paul Ermlich



MVP Training Specialists Liz Nicols (left) and Duane de Four facilitate a scenario at the Institute for Gender Violence Prevention at Northeastern University.

Each August and January, the Mentors in Violence Prevention (MVP) Program hosts its Institute for Gender Violence Prevention and Education. The intensive, three-day event, totaling 24 hours, focuses not on the usual MVP audience of high school and college students, but the adult men and women who service them. Teachers, coaches,

guidance counselors, community center directors, social workers, and police officers are just some of the professionals who attend.

“The goal of the (MVP) Institute is to give people the practice they need to take back to their institutions and teach others,” said MVP Director Jeff O’Brien.

Upon completion of the training, each participant was officially certified to train the MVP curriculum. Graduates of the institutes are given copies of the *MVP Playbook* and leave with the knowledge, motivation and confidence to take what they have learned and apply it. Everyone also leaves with a sense of community – that they were not alone in the endeavor to end men’s violence against women.

“I was impressed with the depth of knowledge and skill in facilitating of the MVP staff,” said a participant in the evaluation form.

## STAFF FEATURE:

### Laila Brock, MVP Assistant Director

Laila Brock is the Assistant Director of the Mentors in Violence Prevention (MVP) program at Sport in Society and the National Consortium for Academics and Sports. She joined the staff of MVP in August, 2002. The Washington, PA, native is a former member of the Penn State University Women’s Track and Field team, serving as co-captain for her last two seasons. She was selected as an All-ECAC and All-Big Ten team member as well as an Academic All-Big Ten team member. In 1997 she was a member of the USATF Jr. National Track and Field team that traveled to Cuba to compete in the Jr. Pan-Am Games.



She holds a Bachelor of Arts degree in Communications/Media Studies Research and an Master in Education in Counselor Education/College Student Counseling from Penn State. As the student representative on Penn State’s Commission for Women Students’ Athletic Committee, Brock helped facilitate discussion between female student-athletes and athletic administration to create positive change for women’s athletics on campus. Through her graduate assistantship at the Morgan Academic Support Center for Student-Athletes, she served as an academic mentor for several student-athletes, providing guidance in study skills, problem solving and time management. Brock has goals to help broaden the MVP program to different regions of the country, to help create more involvement between MVP and professional sports, and to obtain a Ph.D. in athletic administration and policy.

“We see the problems in our society and say ‘OK, what can we do to fix it?’”, says Brock. “Through our MVP trainings and outreach we are committed to making the world a better place. We don’t just see ourselves as athletes – we see ourselves as people who look at the world around them and think ‘I can change it.’”

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## Hooping it Up with the Celtics

CHARLESTOWN, MA – “Stay In School” was the message delivered to 150 boys and girls at the Clarence Edwards Middle School on January 23, 2003. Sport in Society’s Susan Leitao, Director of *Project TEAMWORK*, joined Boston Celtics Tony Delk and Kedrick Brown, along with Celtics Community Relations Director, Wayne Levy, to extol the virtues of getting an education.



Photo by Paul Ermlich

Sport in Society's Susan Leitao (center) with the Boston Celtics' Tony Delk (left) and Edwards Middle School Principal Michael Sabin.



Photo by Paul Ermlich

Sport in Society Director Peter Roby speaks at the Martin Luther King Day Celebration at NU.

## Honoring Martin Luther King, Jr.

BOSTON, MA – On January 20, 2003, Sport in Society welcomed members of the community to Northeastern University for a day of celebration and service as a tribute to the legacy of Dr. Martin Luther King, Jr. The event was coordinated by NU’s *Office of Affirmative Action and Diversity*, the *National Conference for Community and Justice*, and *Sport in Society*. Arts, crafts, and musical performances punctuated the day of festivities, filling the NU Curry Student Center with youth and adults.