



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.

Our organization is sensitive to differences between ethnic/cultural groups, and is dedicated to values of inclusion and respect. We recognize and respect that the term “Hispanic” refers broadly to people, nations, and cultures with historical ties to Spain, while “Latino” refers to people and cultures originating from Cuba, Mexico, Puerto Rico, and South or Central America. For the sake of this Cultural Resource Guide, the terms “Hispanic” and “Latino” are used to refer generally to anyone identifying geographically, linguistically, or culturally with Spanish origins.

We will use the term “Hispanic/Latino” as a representative term for all groups.

60%

of Hispanic/Latinos
**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**

The Hispanic/Latino demographic is currently the largest ethnic minority in the U.S. The Hispanic/Latino population is expected to reach 199 million by 2060.



321.4

million people in the U.S.



339,903

year-round athletes
registered with
USA Swimming

17.4%

55,900,000 of whom are
Hispanic/Latino

10,068

of whom are
Hispanic/Latino=2.9%

*These are estimations based on the 2010 census and
2014 USA Swimming membership information.*



STUDIES SHOW...

In 2010, USA Swimming Foundation 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.
*Currently, 70 % of African-Americans and 60% of Hispanic/Latino children are unable to swim.

Source: National research study by the USA Swimming Foundation and the University of Memphis





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

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>

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>





COMMUNITY SWIM TEAMS

Along with the help of LSCs, 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>



MAKE A SPLASH

The USA Swimming Foundation's Make a Splash 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.usaswimmingfoundation.org>



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>



CULTURAL RESOURCES

USA Swimming's Diversity and Inclusion Resource webpage has articles, videos, resource guides, and other materials in both English and Spanish, to help LSCs and clubs develop multi-cultural programming at the grassroots level.

<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.



JESSE MASSALLO

JESSE VASSALLO

Started swimming at age 9, in Ponce,
Puerto Rico

1980 & 1984 U.S. Olympic Swimming
Team

Former world record holder in the 200
meter and 400 meter IM, and two-time
World Champion

1978 World Swimmer of the Year

Honor Member of the International
Swimming Hall of Fame

PABLO MORALES

Born to Cuban immigrants

Set his first world record in the 100 meter
butterfly, before age 20

Swam for Stanford, earning 3 consecutive
NCAA team championships, 11
individual NCAA titles and was a 3-time
Academic All-American

Has 15 international medals, including 3
Olympic Gold and 2 Olympic Silver

Serves as Head Women's Swimming
and Diving Coach at the University of
Nebraska-Lincoln

CRISTINA TEUSCHER

American freestyler and IMer

U.S. gold medalist and Olympic record holder in the
4x200 meter freestyle relay (1996 Olympics)

Bronze medalist in 200 IM (2000 Sydney Olympics)

U.S. Team Captain (Sydney Olympics)

Former American record holder in the 4x200
freestyle relay (2001)

Asst. Swim Coach- Badger Swim Club (2005-2006),

Age Group Coach - Crimson Aquatics (2010)

Yale Women's Swimming and Diving Head Coach
(2010-2012)

CRISTINA TEUSCHER

ARTHUR **ALBEIRO** ▶

USA Swimming Pan American Games Coaching Staff (2015)
USA Swimming Junior National and National Team Coach (2015-2016)
Swam for Oakland University, earning 3 straight NCAA Division II team titles
and 1 individual NCAA Division II title
18-time All American and 3-time Scholastic All-American
3-time Big East Coach of the Year
Served as Olympic coach for Portugal and Romania
Currently the Head Coach at the University of Louisville, where he coaches
world record holder Kelsi Worrell.



ARTHUR ALBEIRO

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 U.S. 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



MARITZA CORREIA



MARTIN ZUBERO

MARTIN ZUBERO

Dual citizenship in the U.S. and Spain
Swam in three Olympics representing Spain and won 12 international medals, including 1 Olympic Gold medal in the 200 backstroke (1992 Olympics)
Head Boys and Girls Swimming Coach at the Episcopal School of Jacksonville, and Episcopal Amberjax's year-round team
Inducted into the International Swimming Hall of Fame in 2004

SERGIO LOPEZ

Member of the Spanish National Team between 1984 and 1996
Bronze medalist in the 200 breaststroke (1988 Olympics)
Head Coach, men and women's swim teams, at West Virginia University (2005-2007).
2-time Big East Coach of the Year and 2007 Men's Big East Team Champions
Head Swim Coach at Bolles School in Jacksonville, Florida (2007-14), 4-time Boys National Team High School Champions
Coached 12 swimmers at the 2008 & 2012 Olympics
National Coach at Olympics, World Championships, Jr. World Championships, European Championships, Junior Pan Pacs, Carifta Games and SEA Games for multiple countries.
Appointed Head Coach of Singapore Swimming and adviser coach of the coaching academy of Singapore Sports Institute in 2015. Singapore All Sports Coach of the Year 2014.



SERGIO LOPEZ



FERNANDO CANALES

FERNANDO CANALES

Former freestyle swimmer and coach from Guaynabo, Puerto Rico
Inducted into Puerto Rico Sports Hall of Fame
Swam in three Olympic Games, and was the flag bearer for the Puerto Rican Delegation during Opening Ceremonies (1984 Olympics)
Pan American Games medalist (San Juan 1979 and Caracas 1983); USA Swimming National Champion (1986)
Member of USA Swimming's International Relations Committee since 2003
National Team Coach for France and Turkey (2013 & 2015 FINA World Championships)

ILEANA (IKE) LOCHTE

Born in Havana, Cuba and moved to the USA in 1959 during the Cuban Revolution

Age group swim team and synchronized swimmer, and Varsity swimmer at Hebert Lehman College

Over 40 years of aquatic experience

Head Age Group Coach for MCC Marauders in Rochester, NY and Daytona Beach Swimming in Daytona Beach, FL

Taught Future Olympian Ryan Lochte how to swim.

Mom ambassador for London Olympics for P&G

ILEANA (IKE) LOCHTE



ARTHUR LOPEZ

Full time Federal lawyer, Latino community activist and USA Swim Coach
Founder of Nadar por Vida, a Latino based swim organization that bridged the gap between competitive swimming and learn to swim programs for at-risk, low income families

Recipient of the USA Swimming Diversity Award in 2009

Recipient of Potomac Valley Swimming's Lifetime Achievement Award

ARTHUR LOPEZ





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.usaswimmingfoundation.org>

