



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. MISSIC

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

HOW to swim

88%

REDUCE the likelihood of childhood drowning by 88%

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.

17.4%

55,900,000 of whom are Hispanic/Latino



339,903

year-round athletes registered with USA Swimming

10,068

of whom are Hispanic/Latino=2.9%

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



Fear factor (both swimmer and parent)

Swimming ability

Physical appearance

Parental influence/encouragement

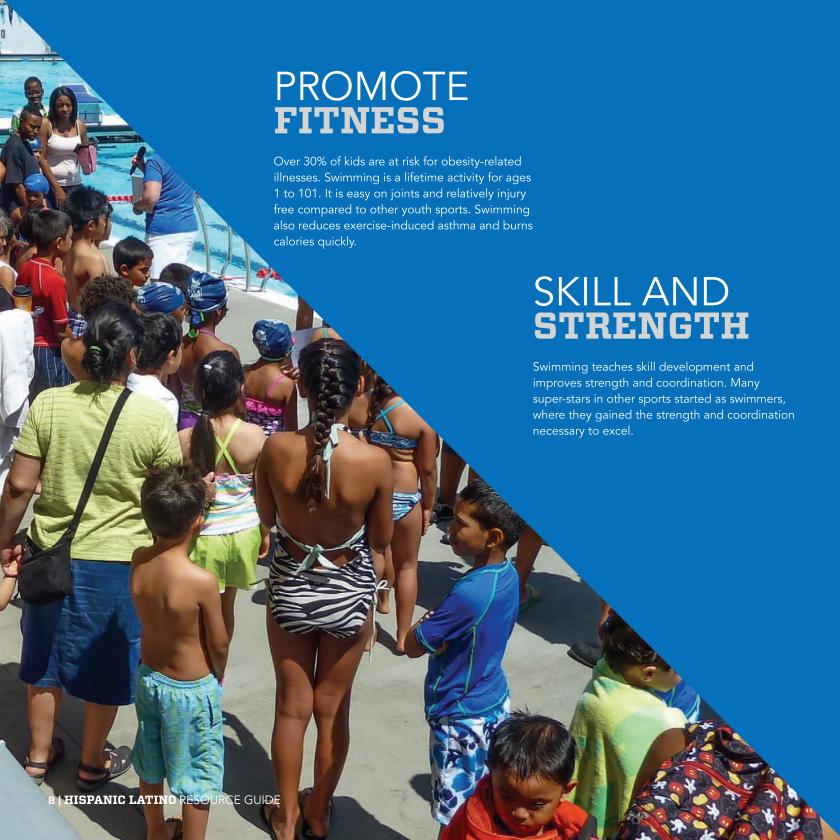
Role model recognition/influence

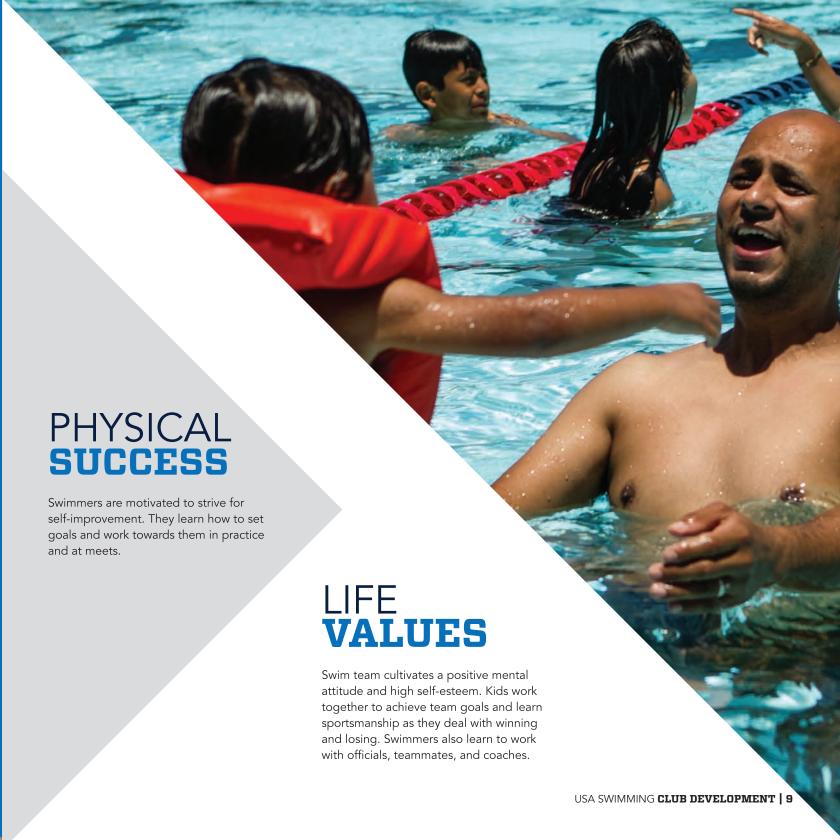
Access to facilities

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.









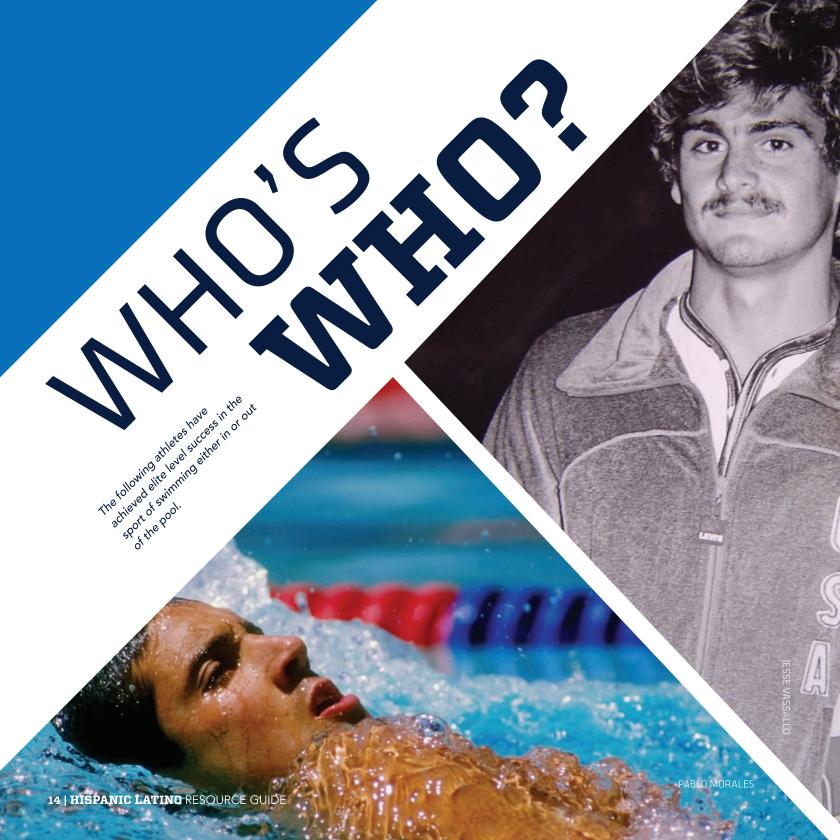








USA Swimming's Diversity and Inclusion Resource webpage has articles, videos, resource guides, and other materials in both English and Spanish, to help LSCs and clubs develop multi-cultural programming at the grassroots level. http://www.usaswimming.org/diversity



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



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.



First female Puerto Rican of African American descent to become a medal winner as a member of the 2004 Olympic team

ARTHUR ALBEIRO

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







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

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GET INOLVED

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

