

"The most effective, timely information on helping young people. Intended for schools, institutions and home."

Dr. Mayer's Memo

Volume 24, Issue 05



Feel free to send this Memo to a colleague, friend or parents. I just ask to always do so in its entirety.

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To get on the email list for these Memos, send Dr. Mayer an email. There is no charge for this resource.

Caring and commitment through excellence.

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Please visit my web site for more information and back copies of Mayer's Memo:

www.DrJohnMayer.com

Dr. Mayer is available to personally care for troubled youth and families, crisis calls, consultations, and presentations.

SPECIAL ANNOUNCEMENTS

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Coaches Who Contribute to Bullying

As I have been discussing all year in these **Memos**, adults play a key role in the proliferation of the problem of **Bullying** and **Teasing**. I have talked about how parents and relatives contribute to the problem, teachers and school staff and now I want to point out how COACHES may contribute to our national concern for our kids.

Certainly, the vast majority of youth coaches are dedicated, admirable and noble adults who sacrifice to help our youth learn and grow. But, since the start of this school season inappropriate behavior of coaches has been continually grabbing national headlines.

In the last few weeks we have also seen the behavior of coaches in the National Football League (NFL) being vilified for establishing a "bounty" system to injure players on opposing teams. Is there any question that such leadership of players is unethical? Yet, surprisingly, I have heard youth coaches on call-in shows condone such bounty systems as, "part of the game."

Using such abusive and hostile techniques models for youth athletes that it is Okay to brutalize and bully others in order to get your way.

One of the reasons I haven't been able to send this **Memo** to you is because I have been very busy addressing this issue of inappropriate actions by coaches. Here is a few links to my media appearances:
<http://bleacherreport.com/articles/1103630-nfl-saints-bounty-causes-stir-suspensions-fines-loss-of-draft-pick-likely>
<http://www.chicagonow.com/the-athletes-sports-experience-making-a-difference/2012/03/saints-bounty-on-nfl-players-creates-quite-a-stir-suspensions-fines-loss-of-draft-picks-possible/>
www.thechangingbehaviornetwork.com

The abuses at the high school and youth level might not have dominated the national headlines like those mentioned but are numerous and everyone seems to have an incident they know about or have witnessed. We all need to step up and help prevent inappropriate coaches from being bad role models for our youth. To do this I urge you to insist that the athletic coaches you employ or otherwise influence to become certified **Ethical Youth Coaches**. (EYC) offered through the **Center for Ethical Youth Coaching**. (CEYC).

If coaches are required to meet higher standards from the start of their careers we CAN prevent the tragedies we keep hearing about at the upper levels.

No other certification program is as comprehensive, efficient, thorough and cost effective.

Speaking of cost, as a reader of **Mayer's Memos** give your coaches (or yourself) the discount code: **MAYERMEMO** and you will receive a \$25.00 discount off the regular price of a certification. Spread the Word!

Please direct all your coaches to the CEYC web site:

www.ethicalyouthcoaching.com