

# IMPACT SOCIETY & LADD FOUNDATION:

## Collaborative Success in Developing SEL Programs for Youth



### 1616: THE START OF A BRIGHTER FUTURE FOR YOUTH ATHLETES

1616 is a new positive youth development (PYD) program for youth hockey players across North America. This project was created by the Ladd Foundation alongside a team of experts to deliver an evidence-based, strength-focused program. 1616 uses the stories of elite hockey players and experiential learning to engage participants through 16 chapters.

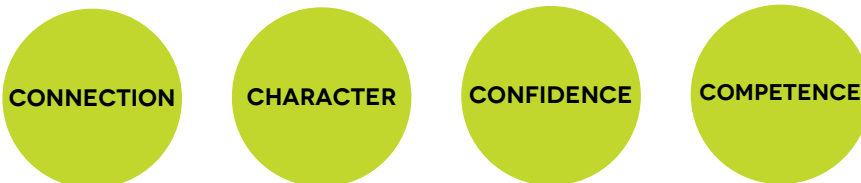
### WHAT IS 1616?

#### THE RATIONALE

While it has been proven that youth sporting programs are successful in promoting positive youth development, there is a clear gap evident about the crucial role that positive mental well-being plays. Brandy and Andrew Ladd, founders of the Ladd Foundation, recognized this gap and wanted to make a difference in the world of youth hockey. Their goal was to create a paradigm shift in the minor hockey community, one that values the mental health and well-being of youth.

#### PROGRAM OVERVIEW

The program is broken down into 4 C's & revolves around a **buffalo mindset**:



1616 is delivered using a multi-faceted approach that involves athletes (aged 10-12), parents/caregivers and coaches. It includes storytelling from some of the best hockey players in the world, individual and team challenges, self-reflection opportunities, on-ice drills, and discussion prompts for parents/caregivers and coaches. This approach adopts numerous delivery methods to help establish an environment where youth can flourish both physically and mentally.

#### IMPACT SOCIETY'S INVOLVEMENT

Since 1994, Impact Society has been establishing itself as a leader in the world of social-emotional learning. The years of experience in creating evidence-based programs, proven to build resilient youth and communities through the delivery of Heroes Programs proved to be an asset in the establishment of 1616. Therefore, Impact Society's program development specialists provided guidance and support to help create the 1616 program. This partnership was fueled by a shared desire to develop positive mental health in youth leading to the output of an incredible program that combines physical activity with mental well-being.

### PROOF OF CONCEPT: EVALUATION OF THE 1616 STORY-BASED POSITIVE YOUTH DEVELOPMENT PROGRAM

Jean Côté, Jennifer Coletti, Cailie S. McGuire, Karl Erickson, Kelsey Saizew, Alex Maw, Chris Primeau, Meredith Wolff, Brandy Ladd, Luc J. Martin

To validate the effectiveness of 1616, program stakeholders and researchers underwent a study that has since been published in *Children Journal*. The objective was to determine if 1616 successfully enhanced positive youth development and to determine how engaging the content was for participants. Therefore, a 5-week proof-of-concept evaluation took place involving 11 hockey teams (160 players aged 10-12, 93 parents, and 11 coaches). Results indicated that the program was well received by all and met desired Positive youth development outcomes. This generated support for the development of a full-scale 1616 program and further evaluation.

[\[view full report\]](#)

### MORE ABOUT THE BUFFALO MINDSET

The 'buffalo mindset' is backed by the finding that buffalo's are one of the few animals that move into a storm, rather than away. This notion encourages youth to band together to take on life's 'storms' to help develop the crucial skills of courage and resilience.

