

Fitness Chair Report for SPMS

USMS Fitness Ed Committee is soliciting for individuals or organizations (clubs, workout groups) to submit for the **2023 Fitness Award!** Applications are due by July 1st. This award is for any person or organization that embodies and spreads the message of swimming and fitness:

Fitness Award nominee is someone who by their example both passively and actively encourages others to seek fitness through swimming as a lifestyle (competition is not required). The individual provides encouragement through social interaction in and out of the pool to keep people involved in a fitness lifestyle within their swimming community.

There is also a proposal on the table to provide an incentive for participation in the Fitness Challenge events by awarding a stroke clinic to the LMSC with the highest percentage of participation. I would be interested in feedback on this proposal as to whether or not SPMS finds this an attractive incentive and if they feel this would enhance participation in the Fitness Challenges.

Direction from USMS regarding Fitness and the Fitness Ed Committee is that they would like to sunset the national committee at the end of this year, and bring Fitness initiatives down to the local level. I am interested in creating a social media campaign around fitness and swimming that could be driven at the local level by SPMS. I think that a majority of people participate in organized swimming for the social aspect and the friendships involved. I think it would be cool to do a social media campaign centered around friends and swim groups submitting photos or videos that we could roll out that showcase swimming from a social point of view, and the benefits it brings not only physically, but to your mental health as well. Especially post pandemic. Maybe even highlighting how swimming got people through the pandemic. All with the overall goal of encouraging membership, and getting adults into the pool! Would love feedback and help, if people feel like this is a good idea.