



**NEWTOWN
CONNECTION**
SPORTS | HEALTH | EDUCATION

*Imagination shared creates collaboration
Collaboration creates community
Community inspires social change*

- Terry Tempest Williams



Positive Coaching Alliance (PCA) programming is research-based and is designed to have an impact at three levels:

YOUTH experience improved life skills and character development.

COACHES become more positive and increase their focus on using sports to teach life lessons.

YOUTH SPORTS ORGANIZATIONS AND SCHOOLS see their cultures become more positive and everyone involved has more fun.

We believe that a **positive approach** gets the most from youth, which is what coaches, parents, and the youth themselves want. PCA will train **Newtown Connection's** coaches the techniques and benefits of positive reinforcement. By providing our youth with a powerful combination of **truthful, specific praise** and **constructive criticism**, their performance will improve. This improvement is a vital element in enhancing the chances of kids sticking with sports longer, thereby learning the valuable life lessons inherently available through organized competition.

We are proud to have the PCA as one of our founding partners at Newtown Connection.

For more information, visit their website at www.positivecoach.org, or their Instagram page at www.instagram.com/positivecoachus.

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