

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

* Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

* Applicant Name

MIDWEST ASSOCIATION OF FISH & WILD LIFE AGENCIES

* Descriptive Title of Applicant's Project

Recruiting Females and Ethnically Diverse Youth Participants into Shooting Sports

* Project Abstract

Youth shooting sports programs are some of the fastest growing youth sports programs in the country. These sports do not require you to be the fastest, biggest, or strongest, and all youth can participate equally, even those with physical limitations. However, the participation in the programs by females and minorities does not directly reflect the general population. Furthermore, participation by females or minorities between different shooting sports disciplines is not the same. For example, in Iowa the female participation rate for NASP is 50%, SASP is 29%, and SCTP is 18%, which is representative of what other Midwest states are seeing. Data on minority participation is not readily available through current records but by visual observation is underrepresented in many of the shooting sports programs. Understanding the barriers to participation within both female and minority populations will enable us to develop strategies to increase participation.

This project will be a two phase project, with the first phase (2023) focusing on data collection, research and analysis of coaches, youth participants and nonparticipants. Phase two (2024) of the project, if funded, will utilize information from the initial phase to focus on the development of specific marketing and communication tools and strategies, coaching education and tools, and participant/coach/mentor recruitment and retention strategies.