

TAPTALKS: IMPACT REPORT



Presented by: GET FIT FLY RIGHT, GFFR LLC.

Prepared by: Beyond Sport (Head in the Game Learning Community)

Period covered: Jul 1, 2024 - Dec 31, 2025

Assessing Impact: TAPtalks Self-Paced Course

Supporting the Head in the Game Learning Community

December 2025

Executive Summary

Youth mental health continues to be one of the most urgent challenges facing communities today. Following the 2021 declaration of a national emergency in youth mental health by the American Academy of Pediatrics, young people continue to face rising rates of anxiety, depression, social isolation, and chronic emotional stress. Coaches and other youth-serving adults who interact with young people daily are uniquely positioned to identify signs of distress and create environments that promote emotional well-being.

Head in the Game (HITG), a program of Beyond Sport, addresses this need with a systems-change approach that combines training, resource sharing, and community building through the HITG Learning Community. As part of HITG, Get Fit Fly Right (GFFR), founded by Coach D. Williams (Coach D), delivers TAPtalks: a 90-minute, self-paced, expert-led foundational course that teaches adults how to support youth mental wellbeing through practical tools, relational communication strategies, and daily mental hygiene practices.

Between July 2024 and December 2025, 118 coaches and youth-serving adults completed the TAPtalks self-paced course, collectively reaching an estimated 7,000 youth. Self-assessment results show increased self-awareness, deeper understanding of mental health complexity, and more grounded confidence in supporting youth. Qualitative feedback affirms that TAPtalks is both effective and transformative, strengthening the youth development ecosystem at multiple levels.



TAPcoaches presenting the TAPtalks: Mental Hygiene Basics Course in-person at the Brooklyn Youth Sports Club in East New York Brooklyn, September 2025.

Course Highlights

75%

Course completion rate

150

Certified in 2025

7K

Youth impacted by TAP

Theory of Change

The Need for Mental Wellbeing Training

Across the U.S. and globally, youth are reporting feeling overwhelmed by community, national, and world events. According to WHO and UNICEF, anxiety and depression remain among the leading causes of illness and disability for adolescents. Nearly six in ten Gen Z youth report that the stressors around them feel unmanageable or persistently burdensome.

HITG directly addresses these realities by:

- Training adults to recognize and respond to mental health challenges
- Normalizing conversations about emotions and mental well-being

Building a learning community where youth-serving adults share tools, strategies, and real-world successes

By strengthening the adults around youth, the program builds a more resilient support system that is capable of creating safe, emotionally attuned spaces.

The Role of Get Fit Fly Right and the TAP Method

TAPtalks began as a virtual and in-person training created and led by Coach D through Get Fit Fly Right (GFFR). When HITG identified a need for an accessible, self-paced mental well-being course that adults could complete on their own time, TAPtalks emerged as the natural foundation. HITG and GFFR then partnered to adapt and translate the existing TAPtalks training into a high-quality, self-paced format that could anchor the HITG Learning Community's offerings.

This collaboration strengthened both efforts: the HITG Learning Community gained a scalable, foundational course grounded in Coach D's expertise, and GFFR retained ownership of TAPtalks while expanding it into a broader TAP Bundle, including the course, TAPcards, and Just Breathe: A Mindfulness Training Coloring & Activity Book. This structure honors Coach D's original work maintains fidelity to the TAP method and supports the sustainability of GFFR's business as TAPtalks continues to grow across schools, youth programs, and community institutions.

GFFR's work centers on strengthening the adults who guide young people. TheAthleteProject (TAP) framework emphasizes *Awareness, Development, and Normalization*, three pillars that anchor sustained daily practice.

TAPtalks Introduces:

- Personal Practice: grounding techniques, emotional hygiene, and self-awareness
- Mental Health Basics: understanding symptoms, myths, and realities
- B.A.L.L. Action Plan: a step-by-step approach to supporting youth in distress
- Non-Violent Communication: tools for safe, connected dialogue

Right Empathy: supporting without absorbing or minimizing emotions

TAPtalks in Snapshots



From left to right: GFFR model Dumbo Park, Brooklyn NY 2025, TAPcoach Cohort 2025 Coach Orientation, Veteran NYC soccer coach at TAPtalks training in Harlem, NYC. GFFR supports youth development professionals by providing accessible training that fosters safe space for youth and builds community. Participants consistently report that content is accessible, immediately usable, and directly applicable in real-world interactions.

Theory of Change Model

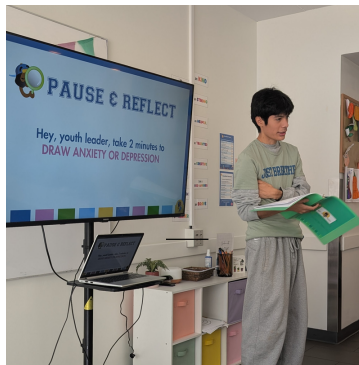
TOC Component	Description
Challenge, Assumptions & Beneficiaries	Youth mental health is in crisis. Coaches and youth-serving adults have significant daily influence on the emotional climate of youth programs. The assumption is that when adults increase self-awareness, improve communication, and adopt mental well-being practices, the environments they shape become healthier and more supportive. Beneficiaries include coaches, youth-serving adults, program leaders, and indirectly the youth they serve.
Inputs & Activities	- TAPtalks 90-minute self-paced course - Lessons on Personal Practice, Mental Health Basics, B.A.L.L. Action Plan, Non-Violent Communication, Right Empathy - Two self-assessments, two quizzes, and application tasks - Optional live sessions with Coach D - Integration with Head in the Game's Learning Community
Outputs	- Number of adults who start and complete the course - Quantitative data: quizzes, pre-/post-self-assessments - Qualitative data: reflection tasks, post-survey responses

Short-Term Outcomes (Awareness)	- Increased self-awareness and emotional regulation - Greater understanding of mental health basics - Improved recognition of personal biases and limiting beliefs about mental health - Increased willingness to discuss mental well-being with others
Mid-Term Outcomes (Development)	- Consistent use of TAP tools in day-to-day interactions - More intentional communication and de-escalation approaches - Integration of personal grounding practices - Increased confidence in supporting someone showing distress
Long-Term Outcomes (Normalization)	- Adults consistently embed mental well-being practices into their program culture - Sustained relationship-centered approaches within youth programs - Stronger adult capacity to model emotional regulation and mental hygiene - Increased organizational readiness to engage in deeper wellbeing work (e.g., TAPcoach, HITG Learning Community)

Impact

- A stronger network of youth-serving adults who normalize mental well-being in their daily environments
- A culture shift across programs where mental health conversations are safe, common, and supported
- Improved staff wellbeing and resilience
- Enhanced organizational capacity to maintain safe, emotionally attuned spaces for youth

TAPtalks operates on the belief that when adults build their own self-awareness, relational capacity, and practical skills, youth wellbeing improves. The course, paired with continued use of GFFR resources, creates conditions where mental health conversations are normalized and embedded into program culture. Over time, these practices lead to more resilient organizations, stronger youth-adult relationships, and healthier outcomes for young people.



From left to right: Two youth coaches sharing a moment after the training, TAPcoach leading a "Pause & Reflect" segment of the training, TAPcoaches photo at Brooklyn Youth Sports Club with Beyond Sport.

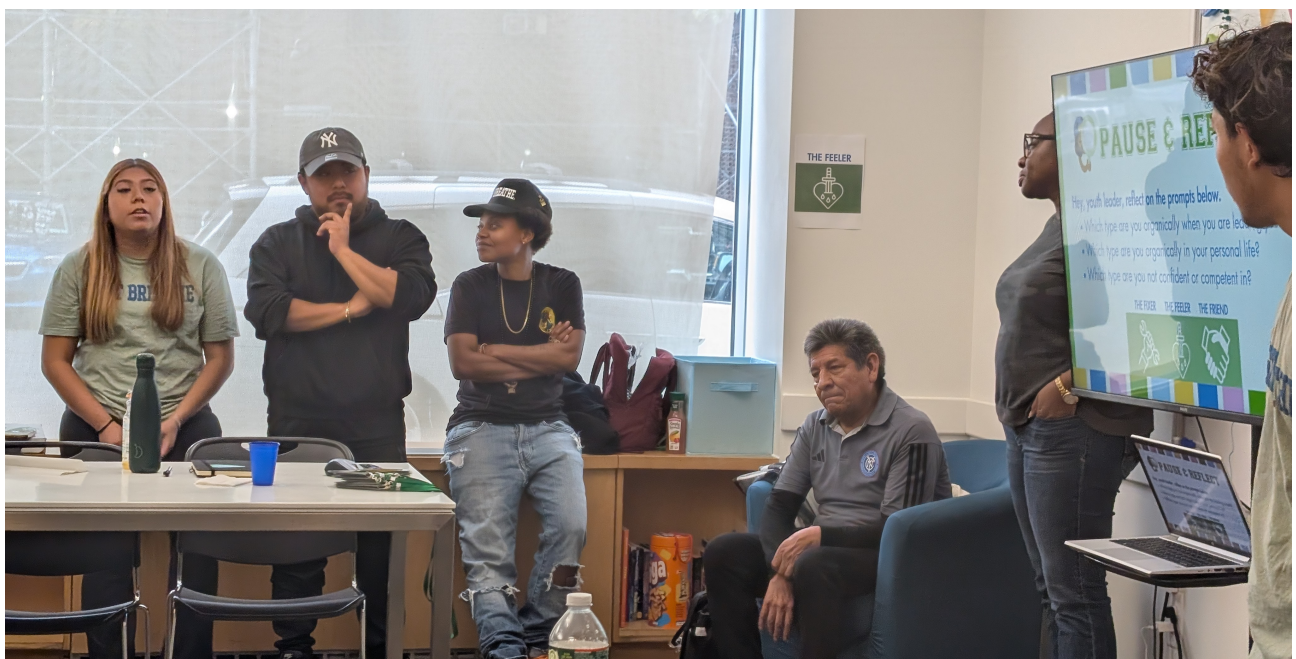
TAPtalks by the Numbers: A Deeper Dive

Participation and Delivery

Between July 2024 and December 2025, participation in the TAPtalks self-paced course spanned multiple versions:

Program Version	Started	Completed
TAPtalks	131	100
TAPtalks NYC	5	4
TAPtalks 2.0	21	14
Total	157	118 (75% completion rate)

The self-paced format increased accessibility for busy coaches and leaders, while optional live sessions with Coach D Williams CEO of GFFR, offered meaningful opportunities for deeper connection and practice. Participants engaged with the five core topics of the course: *Personal Practice*, *Mental Health Basics*, *B.A.L.L. Action Plan*, *Non-Violent Communication*, and *Right Empathy*.





In the first photo TAPtalks Training Session "Right Empathy' Exercise. In the second photo are TAPcoaches, youth leaders representing soccer, basketball, weight training, dance, and art. This TAPtalks Training was led by TAPcoaches at Street Squash facilities in Harlem, NYC October 2025. Although TAPtalks was a self-paced online course GFFR implemented in-person offerings to make resources accessible to NYC communities.

Outcomes & Impact:

Quantitative Findings

Measure	Pre Avg	Post Avg	Change	% Change
Confidence in de-escalating an athlete during an anxiety attack	4.00	3.92	−0.08	−2.1%
Frequency of personal self-care practices	3.52	3.52	+0.01	+0.2%
Competence in mental health facts & myths	3.79	3.70	−0.09	−2.3%
Comfort discussing suicide, depression, grief, or mental illness	3.98	3.79	−0.19	−4.8%

*Understanding the Dip in Scores: A Sign of Growth, **Not Regression***

Although the data shows slight decreases across several measures, these dips are not only expected, but they are also a hallmark of effective mental health training.

Before the course, many participants rated themselves confidently because they did not yet understand the depth and complexity of the skills being measured. After exposure to practical tools, real-world scenarios, and deeper emotional frameworks, participants recalibrated their self-perception. This “awareness effect” is widely recognized in adult learning, especially within social-emotional and trauma-informed training.

Rather than reflecting diminished competence, the decreases indicate:

- Greater humility and self-awareness
- Stronger understanding of the nuances of crisis support
- More realistic self-evaluation in sensitive domains

Shift from unconscious incompetence to conscious competence

Importantly, these shifts demonstrate internalization of key TAPtalks principles, particularly self-reflection, emotional regulation, and relational responsibility.

Qualitative Insights

Participants described TAPtalks as **clear, relatable, and immediately applicable**.

One participant shared:

"The TAPtalks course has made me look at mental health much differently than before. I appreciate the training, and I am glad I learned something new."

Another reflected:

"This is a much-needed course and information that helps our communities."

A third emphasized the immediate practicality:

"The information was great, and I will take it with me, using it with my youth."

Within the broader HITG training ecosystem, insights further reinforce this pattern. One coach explained:

"Every training was essential for me... It helped me understand different ways to support my youth."

Another highlighted the broader impact of HITG:

"This is a great resource for coaches and youth. Thank you for making it available."

Collectively, these reflections demonstrate that TAPtalks is not only expanding adult capacity, but it is also **reshaping the culture of youth programs**, creating stronger relationships and healthier environments.

TAPtalks Broader Influence on Youth

The influence of TAPtalks extends far beyond individual participants. The 118 adults who completed the course collectively interact with more than 7,000 young people, meaning that the daily practices introduced through TAPtalks have multiplied across classrooms, fields, courts, and community spaces.

Coaches described the course as transformative in the way it taught them to slow down, listen with intention, and adopt language that reduces harm rather than escalating emotions. For many, TAPtalks filled a long-standing gap by offering a clear, approachable framework for responding to youth experiencing emotional challenges. One coach shared that the training *"helped me understand different ways to support my youth,"* pointing to the immediate application of grounding practices, B.A.L.L., and non-violent communication techniques.

Adults also noted that their own emotional well-being improved, which in turn strengthened their capacity to show up for young people. The more grounded and emotionally regulated adults become, the better they can model and reinforce calm, connection, and trust, which are qualities that young people absorb and replicate.

Lessons Learned

The 2024-2025 TAPtalks cycle offered valuable insight into how adults learn and sustain mental well-being practices. Self-paced learning proved to be deeply effective, allowing participants the flexibility to engage at their own pace while still building foundational knowledge and skills. Many shared that this format made training more accessible and manageable amid demanding workloads.

However, participation in optional live sessions underscored the importance of relational learning. Coaches who attended these sessions reported deeper understanding, stronger retention, and more confidence in applying the tools. These findings suggest that the most impactful model blends self-paced learning with live touchpoints, reinforcing knowledge through dialogue, relationships, and real-time practice.

Cultural relevance emerged as another critical factor. Participants consistently expressed appreciation for examples and language that aligned with the realities of their environments. This feedback reinforces GFFR's commitment to culturally responsive and context-specific design.

Finally, coaches who engaged in multiple trainings exhibited stronger behavior change. These multi-touch learners demonstrated deeper self-awareness, more consistent use of TAP tools, and stronger alignment with GFFR's overarching wellbeing goals.

Key Takeaways

- The self-paced model was effective at making resources accessible for busy professionals.
- Live sessions are necessary as they add a deeper impact and content understanding for professionals.
- Leaders who engaged in multiple trainings exhibited stronger alignment with TAP materials and a deeper self-awareness.
- Cultural relevance was a critical factor in retaining learners.
- Blending the self-paced learning with live touchpoints is most impactful because it reinforces knowledge through dialogue, relationships, and real-time practice.

Next Steps

The fall of 2025 marked an important milestone with the official launch of TAPcoach, GFFR's youth leader development program. TAPcoach builds directly on the foundation laid by TAPtalks, empowering young people themselves to become facilitators of wellbeing within their communities. Through deeper training and mentorship, youth leaders are developing the skills to support peers, lead wellness activities, and contribute to systems-level change.

Looking ahead, TAPtalks will continue to be offered to youth-serving adults across schools, youth programs, and community institutions as part of a new TAP Bundle. This bundle includes the TAPtalks course, the TAP Coloring & Activities Book, and TAPcards. These three complementary tools reinforce each other and support adults from learning to daily application.

Expanding into schools and larger institutions is a strategic priority. These settings reach high numbers of youth and have the potential to influence wellbeing practices at scale. By embedding the TAP Bundle within school systems, districts, and youth-serving organizations, the model can shape the emotional climate of entire campuses while equipping adults with simple, practical tools they can use every day.

As demand grows, a key focus is ensuring that GFFR's expertise and intellectual property are respected, valued, and properly compensated. The TAP Bundle provides a clear structure for institutions to adopt the model with fidelity while supporting the sustainability of the work.

TAPtalks and TAPcoach now form a comprehensive developmental pathway, spanning from awareness to practice to leadership. Together, they represent a powerful model for transforming how youth mental wellbeing is understood, supported, and championed across the sector.

As we look toward the future, it's essential to reflect on the successes and challenges of the past year. With each campaign, project, and training GFFR is committed to transforming the state of youth mental wellbeing.



“At GFFR we take the hassle out of figuring out how to support youth mental health by building confidence & competence one breath at a time.”

Connect with GFFR

For business, collaboration, or service inquiries, email the team at info@getfitflyright.com.



A Message from the CEO

“A new chapter for Get Fit Fly Right is unfolding, and we’re thrilled to share it with you!”

Since 2020, our mission at GFFR LLC. has been to transform mental health approaches within youth development. Last year, we released our revolutionary "Just Breathe: A Mindfulness Training Coloring & Activity Book," hosted training sessions virtually and across NYC, and advocated for mental health at various conferences, schools, and community spaces. The TAP Method, designed to help youth build awareness while navigating challenging emotions, impacted over 7,000 youth in 2025.

To further increase accessibility, we are launching TAP METHOD HQ online in Spring 2026. This platform will allow youth, youth leaders, and parents to learn how to utilize mental hygiene for preventative care. This launch represents a significant step forward in our journey and continued commitment to serve our youth and communities.

Thank you for being a part of this mission.” - Coach D. Williams