



UNITED SQUARE DANCERS OF AMERICA

SQUARE DANCE – AMERICAN FOLK DANCE



USDA Beyond The Dance Floor Social Connections The Key To Club Success

**Presented by:
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Why is it important to have social connections?

- ▶ **Social connection improves physical health and mental and emotional well-being.**

What's the biggest health issue in America today?

- ▶ The effects that come from feeling lonely and socially disconnected.

What are the health benefits of social connectivity?

- ▶ **Strong social connections lead to a 50% increased chance of longevity.**

**Dr. Vivek Murthy
U.S. Surgeon General**

Dancing is brain food

- ▶ People who dance frequently have a 75% lower chance of dementia.

-New England Journal of Medicine

Dancing is interval training

- ▶ Regular dancing cuts chances of dying of heart disease by 46%.

-American Journal of Preventive
Medicine -June 2016

Human beings are inherently social creatures

- ▶ Social groups provide us with an important part of our identity and teach us skills that help us to live our lives.

Belonging is a human emotional need

- ▶ **Belongingness is being an accepted member of a group, a part of something greater than ourselves.**

Social Connections

- ▶ Essential to nearly every aspect of health and well-being.

Connections go beyond the individual level

- ▶ **Connectedness has profound benefits for both individuals and for society.**

What's the most important factor for happiness?

- ▶ **“The best predictor of happiness (and often health), is the quantity and quality of a person's social ties.”** -Christine Carter

Can we improve physical and mental health in our communities?

- ▶ Our dance activity can help foster and build connections with the people all around us.



Keys To Club Success

- Create an atmosphere of enthusiasm and fun at all meetings and events
- Each event is a party and fun is the primary goal
- Assign host couples or dancers to greet members and guests at each event
- Assign dance leaders to arrive early to decorate or set things up

More Keys - 1

- Every club member treats each guest as if they were a guest in their own home
- Food is always served or available
- Plan occasional open after parties after dances or club events
- Club leaders support and respect the decisions of the majority
- Club leaders find their own replacement half-way through their term and mentor them

More Keys - 2

- New dancer promotion and events occur all year long
- Club supports at least one social cause a year
- Keep a list of “Friends of Your Club”
- New dancers are treated like royalty, because they are
- New dancers are included in as many club events as possible

More Keys - 3

- Have “Sunshine Officers” make contact with those that have missed events and dances
- All club events are publicized in club newsletters, dance publications, social media, and with flyers or cards
- Create an atmosphere of acceptance
- Fun, friendship, fellowship, and “exercise” are always part of each event

Questions

Future Webinar Topics

- Sept. 18* Caller Recruiting, Training & How We Support New/Newer Callers – Darryl Clendenin, Betsy Gotta & Tom Miller
- Oct. 9 USDA Insurance Program – Elizabeth Sanders, USDA Insurance Coordinator

Additional dates and topics to be announced!

* Please note the special date for the September webinar.