

“R U/We Okay 2Day?” Survey System Pilot Tested in Blue Springs

Kansas City, MO – November 2, 2022, theBMSproject.org, a dba of The BMS Project, Inc. (“BMS”) and The Blue Springs Girls' Softball Association recently concluded a pilot test of a player wellness/satisfaction, behavioral health program referred to as the "R U/We Okay 2Day?" survey. The survey incorporates marketing research for the participating organization; along with a "Life-Psych" component to gauge the enjoyment level and emotional satisfaction being derived by athletes of all ages engaged in sports and other competitive activities. The limited test was deemed a success by the league and theBMSproject.org. Future tests of the R U/We Okay 2Day? survey are being contemplated for 2023 by BMS.

The Blue Springs Girls' Softball Association has served the community of Blue Springs, MO for decades by providing opportunities for girls to play softball. “BMS has helped our organization by introducing a process for collecting feedback from our players and families.” said League president Kevin Simbeck, adding, “More importantly, the organization is able to help youth during times when they might face challenges they aren’t always able to articulate. By making communication during this part of their journey easier, it could save a life. We recommend theBMSproject.org and the services they provide.”

Bob Martin, Executive Director of BMS, commented, “We are very grateful and appreciative that the Blue Springs Girls' Softball Association participated in this first test of what we believe will become an important program. We highly respect the role of parents to determine what is best for their children. Our top two priorities are to ensure that every player's self-esteem is nurtured and we encourage parents to remain vigilant and talk to their children about their feelings.”

Formed in January 2022, BMS has developed and is presenting a behavioral health training program for the Royals' Kansas City Urban Youth Academy. It is further actively engaged in aligning and affiliating with various youth organizations throughout the Kansas City metropolitan area providing no cost, early-step behavioral health programs to organizations involved with youth competitive activities. Its innovative programs and resources are designed to support youth sports advocates. TheBMSproject.org works through leagues, youth organizations, business, other non-profits, as well as with mental health service providers.

As a newly formed 501(c)(3) non-profit, theBMSproject.org is committed to assisting parents, coaches, mentors, officials and school counselors — to create positive environments and experiences for young competitors; and to promote mental/health awareness and contribute to suicide prevention. Keeping competition safe and fun is the motto of theBMSproject.org.

- End -

The BMS Project, Inc. (BMS): <https://thebmsproject.org/>
The Blue Springs Softball Association: <http://www.bsgsa.net/>