

NFL Sports Safety Initiatives

March 2016



NATIONAL FOOTBALL LEAGUE

PLAYER HEALTH & SAFETY



32

NFL clubs use electronic medical records



27

Medical staff present on NFL game days



39

Rule changes in the last 10 years

RESEARCH & INNOVATION



3

Head Health Challenges with over 1,000 innovation concepts submitted from 30 different countries



28

Innovations awarded through the GE-NFL Head Health Challenge



\$30M

committed to research through National Institutes of Health



2

International concussion research think tanks convened

YOUTH FOOTBALL



1M+

Youth football players from more than 6,300 youth leagues registered for Heads Up Football



150K+

Football coaches certified through Heads Up Football



34%

Decrease in concussions in youth leagues participating in Heads Up Football

EDUCATION & ADVOCACY



50

All 50 states have passed youth sports concussion laws



19

NFL clubs have developed programs to increase access to athletic trainers in their communities



597

High schools entered the first Athletic Trainer Initiative contest

Youth Football



HEADS UP FOOTBALL

THE NEW STANDARD IN FOOTBALL



>1 MILLION PLAYERS

representing more than 6,300 youth organizations across the country are already registered to participate in Heads Up Football for the 2015 season.



>140,000

youth coaches will complete USA Football's Level 1* coaching education courses before the 2015 season kicks off.

A recent study found youth leagues that participate in HUF have...

76% fewer injuries

34% fewer concussions in practices

29% fewer concussions in games

...than youth leagues that don't participate in HUF.

*Includes tackle certification and flag certification
 **Datalys Center, "Youth Football Safety Study" (2014):
<http://www.datalyscenter.org/youth-football-safety-study/>



COACHING CERTIFICATION: HUF maintains the sport's only nationally accredited courses with content created from football experts and health professionals.



CONCUSSION AWARENESS: HUF has partnered with organizations such as the CDC to develop resources to help coaches and parents become educated on what to look for on the field and encourage attention to concussion symptoms.



EQUIPMENT FITTING: HUF teaches coaches, players and parents how to properly fit helmets and shoulder pads for higher levels of safety. Improperly fitted equipment can place an athlete at greater risk of injury.



HEADS UP TACKLING AND BLOCKING®: HUF employs two five-step series that teach the fundamentals to address proper tackling and blocking technique with a focus on reducing helmet contact.



PLAYER SAFETY COACH: HUF trains Player Safety Coaches to ensure compliance with core HUF health and safety protocols including coaching certification and conducting safety clinics for coaches, parents and players.



HEAT & HYDRATION: HUF deploys targeted education for coaches and parents to increase prevention, recognition and basic treatment of athletes for heat-related illnesses.



SUDDEN CARDIAC ARREST: HUF has recently included sudden cardiac arrest protocols as part of the program. Sudden cardiac arrest is the leading cause of young athlete fatalities during exercise across all sports.

Moms Clinics

Topics include:

- Concussion education
- Heat & hydration
- Proper equipment fitting
- Heads Up tackling



NATIONAL FOOTBALL LEAGUE

Education & Advocacy

Back To Sports

- Educate parents about important sports safety topics to help keep kids safe, healthy and having fun while playing the sports they love
- Topics include: concussion awareness, heat and hydration, cardiac arrest and proper response and prevention of pediatric overuse injuries
- Materials developed in collaboration with the Korey Stringer Institute, CDC and NATA
- Supports and promotes importance of athletic trainers
- 100 Back to Sports events this year



NEARLY TWO THIRDS OF HIGH SCHOOLS DO NOT HAVE A FULL-TIME ATHLETIC TRAINER

ALMOST THIRTY PERCENT DO NOT HAVE ANY ACCESS TO AN ATHLETIC TRAINER

NFL FOUNDATION ATHLETIC TRAINER GRANT PROGRAM IN 2014

\$1M
COMMITTED

16
NFL CLUBS DEVELOPED PROGRAMS

160,000
AIMING TO IMPACT NEARLY 160,000 YOUTH

600+
SCHOOLS

HIGH SCHOOLS WITH CERTIFIED ATHLETIC TRAINERS HAVE

LOWER OVERALL INJURY RATES

ACCORDING TO A STUDY PRESENTED IN 2012 AT THE AMERICAN ACADEMY OF PEDIATRICS (AAP) NATIONAL CONFERENCE AND EXHIBITION



Athletic Trainer Grant Program



- Expand access to athletic trainers in underserved communities
- 2014 pilot program, expanded in 2015
- NFL Foundation matching club grant
- Supported by NFL Foundation, Gatorade and the National Athletic Trainers' Association and PFATS
- Majority of participating clubs have structured multi-year programs to provide sustainability for the program in the community

Participating NFL Teams:

Arizona Cardinals	Kansas City Chiefs
Atlanta Falcons	LA Rams
Buffalo Bills	Miami Dolphins
Carolina Panthers	Minnesota Vikings
Chicago Bears	New York Giants
Cleveland Browns	Philadelphia Eagles
Cincinnati Bengals	San Francisco 49ers
Dallas Cowboys	Seattle Seahawks
Green Bay Packers	
Houston Texans	
Jacksonville Jaguars	



Support for High School Football Teams

Rams will help fund trainers for Public High League football

By Stu Darrando St. Louis Post-Dispatch | Jun 25, 2014 | 171



Gridiron partnership: Packers help pay for athletic trainers to be at MPS football games

POSTED 1:00 PM, SEPTEMBER 8, 2015, BY NICHOLE NALLEIN, UPDATED AT 12:58 PM, SEPTEMBER 7, 2015



abc7 SECTIONS TRAFFIC VIDEO

BEARS TO HELP PAY FOR TRAINERS AT ALL CPS HIGH SCHOOL FOOTBALL GAMES



Rams defense riving up under Williams
Foundation is solid and players have a new medical system, so it's time to start

WBFO 88.7 Buffalo Bills News Station

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Athletic trainers to assess injuries in Southern Tier high school football

By EILEEN BUCKLEY • NOV 3, 2014

The Buffalo Bills announced that athletic trainer grants are now provided to 12 southern tier high schools. The NFL Foundation matched a \$25,000 grant from the Ralph Wilson Foundation. This allows the Western New York Amateur Football Alliance to provide athletic trainers. WBFO'S Focus on Education reporter Eileen Buckley says game day medical coverage is provided on the football field.

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SI NFL

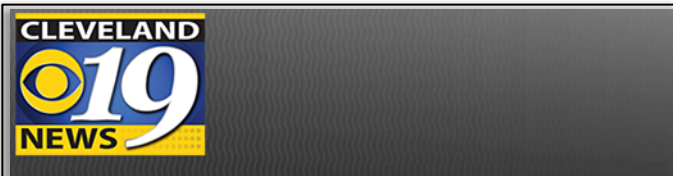
Vikings to help provide athletic trainers for local high school teams

More »



NATIONAL FOOTBALL LEAGUE

...And Beyond



NEWS WEATHER SPORTS VIDEO BUZZ CONSUMER

Browns award two CMSD with Athletic Trainer Grant

Published: Thursday, October 2nd 2014.
Updated: Thursday, October 2nd 2014, 12:00 PM
Posted by Rick Fargo



The Cleveland Browns will award two CMSD an athletic trainer grant to John Hay and James Ford Rhodes High Schools.

Silverstein and Stacey Gainer to its Gainer and Silverstein will help pro the more than 18 sports programs previously did not have the resour



HOME/NEWS

NFL-sponsored initiative aims for certified athletic trainers in every Duval high school

By Rhema Thompson Thu, Jul 30, 2015 @ 4:52 pm | updated Fri, Jul 31, 2015 @ 10:21 am



Michael Segel, CEO of Brooks Rehabilitation, talks about a collaboration between the Jaguars, the NFL, Jacksonville University and the Jacksonville Sports Medicine Program that will place certified athletic trainers in 17 Duval County

Starting this school year, athletes at five Duval County public schools will have access to certified full-time trainers in hopes of curbing long-term sports injuries.

The Jaguars, National Football League, Jacksonville University and Jacksonville Sports Medicine Program are teaming up with the city and school district to begin stocking high schools with full-time athletic trainers.



Falcons President And CEO Rich McKay Visits New APS Athletic Training Facility At Booker T. Washington High School.

August 26, 2015 11:47 AM By Maria Boynton

Filed Under: APS, aps athletic training facility, aps high school, CBS Radio Atlanta, cmaa, jasper e. jones nfl foundation, Northside Hospital, President at Washington high school athletic director, white house



The opening of the new Washington High School Athletic Training Facility at Booker T. Washington High School football field. Falcons President and CEO Rich McKay, Booker T. Washington High School football coach Jasper E. Jones, Atlanta Braves Director of Athletics Jasper E. Jones and Atlanta Braves President and CEO Rich McKay.

Atlanta Public Schools is celebrating the opening of the new Athletic Training Facility at Booker T. Washington High School. Atlanta Braves President and CEO Rich McKay.



Project 17 adds athletic trainers to Duval schools

By Crystal Meyer - Traffic reporter

Posted: 3:45 PM, July 30, 2015
Updated: 3:45 PM, July 30, 2015



A trainer checks Maurice Jones-Drew's knee during a limited practice before the Jags' game against the Colts.

JACKSONVILLE, Fla. - The Duval County public school district is partnering with several agencies to bring full-time athletic trainers to its schools.



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Athletic Trainer Initiative



**ATHLETIC
TRAINER**
INITIATIVE

Is your high school in need of an athletic trainer?
You could **WIN \$50,000** in funding
for an athletic trainer.

Expansion of program outside of NFL markets:

- § \$50,000 each for fifteen high schools
- § Ten additional high schools receive an athlete safety presentation, educational materials and product



GATORADE
THE SPORTS FUEL COMPANY



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