**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.

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.
Topics include:

• Concussion education
• Heat & hydration
• Proper equipment fitting
• Heads Up tackling
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
Atlanta Falcons
Buffalo Bills
Carolina Panthers
Chicago Bears
Cleveland Browns
Cincinnati Bengals
Dallas Cowboys
Green Bay Packers
Houston Texans
Jacksonville Jaguars
Kansas City Chiefs
LA Rams
Miami Dolphins
Minnesota Vikings
New York Giants
Philadelphia Eagles
San Francisco 49ers
Seattle Seahawks
Support for High School Football Teams

Rams will help fund trainers for Public High League football

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

Athletic trainers to assess injuries in Southern Tier high school football

Vikings to help provide athletic trainers for local high school teams
...And Beyond
Athletic Trainer Initiative

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