

Sharing Progress

The NFL shares its learnings across all levels of football—and to other sports and society at large.



OVERVIEW

The NFL's commitment to player health and safety spans all levels and all sports. The knowledge that is gained at the professional level to improve safety must, when applicable, be applied at all levels and beyond football. Across the country, the NFL and its various partners, including USA Football, the National Athletic Trainers' Association, the Korey Stringer Institute and the Professional Football Athletic Trainers Society, are sharing best practices and recommendations with coaches, parents and players about contact restrictions, safety protocols and the importance of athletic trainers on the

"The NFL is committed to enhancing the safety of football at all levels."

NFL Commissioner Roger Goodell



COMMUNITY TOUCHPOINTS: MORE ATHLETIC TRAINERS

Expanding student athletes' access to an important resource

Financial realities mean many schools do not have access to an athletic trainer. Nearly two-thirds of high schools lack a full-time athletic trainer, and nearly 30 percent have no athletic trainer at all, according to the AT Benchmark Study released by the National Athletic Trainers' Association (NATA) and the Korey Stringer Institute (KSI).

The NFL Foundation is addressing this need. In 2014, the NFL Foundation established a grant program designed to work with NFL clubs to increase access to athletic trainers in their communities. To date, 22 NFL clubs have utilized this grant to support local schools and leagues. Last year, the NFL Foundation—joined by the National Athletic Trainers' Association and Gatorade—expanded this effort through a contest open to high schools nationwide. 15 high schools received funding to hire an athletic trainer.



Most recently, the NFL Foundation, in collaboration with Gatorade, the National Athletic Trainers' Association, the Korey Stringer Institute and the Professional Football Athletic Trainers Society, announced a pilot program to award grants to public high schools in four states—Arizona, Illinois, Oklahoma and Oregon. Each grant is in the amount of \$35,000, awarded over a three-year period to fund an athletic training program. 75 schools received this grant to enhance sports health and safety for student athletes this year.



4 STATES PARTICIPATING

Arizona, Illinois, Oklahoma and Oregon



75 GRANTS

for public high schools



\$35,000 IN GRANT FUNDING

awarded over a three-year period

COMMUNITY TOUCHPOINTS: USA FOOTBALL

Four years ago, USA Football—supported by a \$45 million grant from the NFL Foundation—launched Heads Up Football, an educational outreach program that aims to improve player safety for youth and high school players.

Heads Up Football strives to improve player safety for youth and high school players by training and certifying coaches on safety fundamentals; teaching proper tackling and blocking techniques; appointing Player Safety Coaches for every youth league to enforce safety protocols; ensuring proper equipment fitting; and teaching coaches, parents and players how to recognize and respond to injuries, including concussions.

USA Football's Heads Up Football program eclipsed **10,000 youth league and high school enrollments for the first time in 2017**, marking an important milestone in the sport's commitment to player safety.

Heads up Football (HUF)



Coaching Certification: HUF maintains the sport's only nationally accredited courses with content created by 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 to 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 techniques 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 and 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.

Preeminent leadership for the governing body of amateur football

Retired Army General and Former Army Chief of Staff Ray Odierno was named the new chairman of USA Football this year.

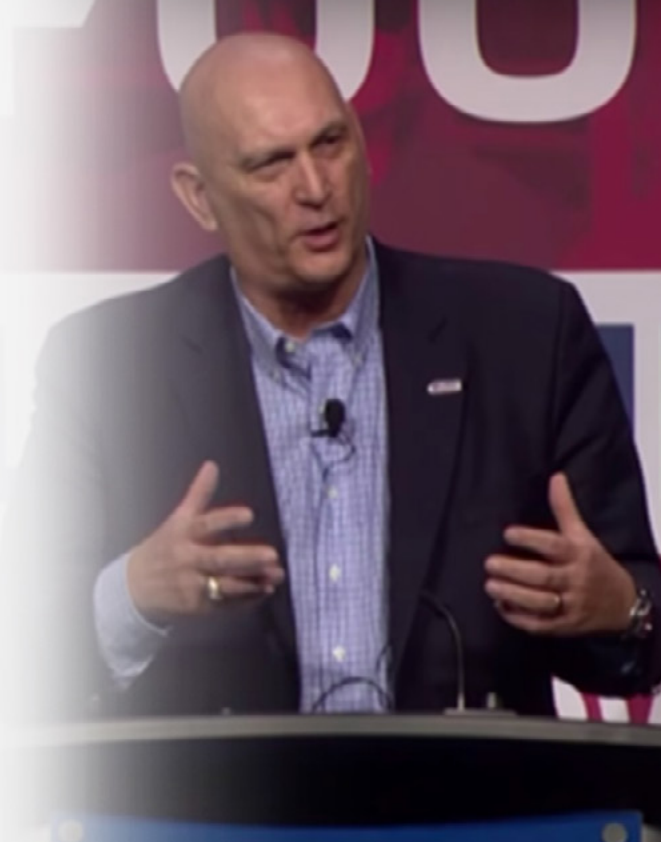
At the organization's 2017 national conference, he challenged attendees to "be part of a new wave of encouraging and talking about football, and what it brings to the local community and what it means to our nation—a smarter, safer game with the same competitive spirit, which we have come to love about this game."

The USA Football National Conference was held during Pro Bowl week in Orlando, FL, for the first time. This year, beyond in-game strategies, the conference aimed to empower coaches and other youth football leaders as they implement top safety recommendations for their teams and programs.

"I owe a lot to this game. Football developed in me the characteristics and the fortitude that I needed. But just as important, it gave me an opportunity I never would have had, to attend the United States Military Academy."

Ray Odierno

Retired Army General and Former Army Chief of Staff



THE NATIONAL FOOTBALL LEAGUE FOUNDATION

The NFL Foundation is a nonprofit organization dedicated to improving the lives of those touched by the game of football—from its players at all levels to communities across the country. The NFL Foundation represents the 32 NFL clubs. It makes grants directed at supporting the health, safety and wellness of athletes, youth football and the communities that support the game.



Improved fields in underserved areas

In 2016, the NFL Foundation Grassroots Program, a partnership between the NFL Foundation and the Local Initiatives Support Corporation, provided grants to 17 cities to improve the quality, safety and accessibility of football fields in underserved areas.

**GRANTS TOTALED
\$3,050,000
TO BUILD
OR REFURBISH
NEIGHBORHOOD
FOOTBALL FIELDS.**

**SINCE 1998, THE
NFL FOUNDATION
HAS PROVIDED
\$55 MILLION
TO REVITALIZE
482 FIELDS
FOR YOUTH
ATHLETICS.**

USA Football



GRANT PROGRAMS

The NFL Foundation supports USA Football and its efforts in providing youth and scholastic programs with financial help through a variety of grant programs for equipment, fields and Automated External Defibrillators (AEDs).



NFL FLAG

NFL FLAG Kits were distributed to an additional 4,700 schools nationwide, reaching approximately 2.6 million new students this year. The NFL FLAG-In-Schools Program aims to increase physical activity of youth by providing flag football resources to underserved communities.



HEADS UP FOOTBALL

USA Football's Heads Up Football program eclipsed 10,000 youth league and high school enrollments for the first time in 2017, marking an important milestone in the sport's commitment to player safety.



"There is no higher priority for the NFL than player health and safety. We continually seek to raise our standards and then surpass them."

NFL Commissioner Roger Goodell

