

Community Outreach Toolkit



**STOP
SPORTS
INJURIES**

Keeping Kids in the Game for Life



There is a growing epidemic of preventable youth sports injuries that are dismantling kids' athletic hopes and dreams at an early age. The mission of the STOP Sports Injuries campaign is simple: Keeping kids in the game for life.

We hope you will use this toolkit as a guide to spread the word about the STOP Sports Injuries campaign and also create local events for raising additional awareness of youth sports trauma and overuse prevention. This toolkit can help you:

- Identify partners
- Conduct media outreach
- Create materials
- Use templates to put together an event that attracts the audience you want to inform
- Create avenues to get the word out about the STOP Sports Injuries campaign

As an added bonus, when you register your event at www.STOPSportsInjuries.org you will receive a free STOP Sports Injuries Campaign Starter Pack. The starter pack includes more than 30 tip sheets on sport specific injury prevention and playing safe.

The American Orthopaedic Society for Sports Medicine (AOSSM) initiated the STOP Sports Injuries campaign to prevent overuse and trauma injuries among young athletes. Other founding partner organizations include the American Academy of Orthopaedic Surgeons, American Academy of Pediatrics, National Athletic Trainers' Association, American Medical Society for Sports Medicine, Pediatric Orthopaedic Society of North America, and SAFE Kids USA.

Whether you lead a community nonprofit or are an athlete, coach, healthcare provider, or parent, we have the sports injury prevention tools to help make sure youth sports safety is a priority in your community.

In health and safety,

STOP Sports Injuries Campaign



Table of Contents

Holding a Local Event <i>Identify your audience, topic, potential partners, and speakers</i> <i>Sample events</i>	4
Planning an Event	6
Promotion and Outreach <i>Marketing, advertising, and social media</i> <i>Materials</i>	7
Media Outreach	9
Additional Avenues to Reach Your Audience	10
Resources <i>Sample agenda, press release, media pitch email, media advisory, community PowerPoint presentation, and banner ad</i>	11



Holding a Local Event

1 Identify Your Audience

Who do you want to reach—parents, coaches, athletes, healthcare providers? One or more of these? It is important to begin by identifying your audience because the audience will drive decisions about the type of information to share or present.

2 Identify Your Topic/Theme

The audience will determine how general or specific your message is and whether you focus on a single sport—such as baseball in the spring—or talk in broader terms about ways to prevent sports injuries. You may want to link your event to a specific theme, such as April's National Youth Sports Safety Month, or to a local function that you can use to promote your event.

3 Identify Potential Partners

Consider teaming up with a local hospital, athletic training/physical therapy facility, school, sports organization, league, team association, or recreation and community center. You can also contact the STOP Sports Injuries campaign to find a local partner such as an orthopaedic surgeon or athletic trainer in your area. Try reaching out to the mayor's office or other local politicians who may be interested in the topic since it relates to youth programs. The more partners involved in the event, the further the messages will reach.

4 Identify Potential Speakers

Brainstorm with coaches, parents and healthcare providers to identify potential speakers that can best address your topic and draw a large audience. Speakers could include local or national celebrity athletes, coaches, physicians, athletic trainers, and news reporters or agents who are experts on a particular sport. Visit the STOP Sports Injuries website and click on the "Find a Specialist" tab to identify local resources in your community. On-air radio or TV personalities or youth who have suffered from sports injuries and want to share their stories are also a great option.



Sample Events

The audience of your event will determine, in many ways, the partners involved, the venue, the length, and the materials necessary to share the STOP Sports Injuries campaign messages.

Educational Meeting for Coaches

Consider holding an informational and educational meeting for local coaches on the importance of sports safety and how to prevent overuse injuries. (See Sample Agenda) Invite a well-known local sports trainer or physician who works with young athletes to discuss the types of overuse and trauma injuries, how to recognize and prevent injuries, and how to deal with emergencies at practice and during play. The STOP Sports Injuries website (www.STOPSportsInjuries.org) contains a wealth of materials about overuse and prevention that can be tailored to almost any youth sport, including customizable PowerPoint presentations. Hold the event at a local school and provide coaches with information they can pass on to players and parents.

This sort of event gives participants a chance to discuss with one another the challenges they face in preventing short- and long-term injury in players. Athletes often may feel pressure to return to the playing field too soon after an injury, and coaches can be a big influence in making sure this does not happen.

Media Event

Tie your event to a national theme like April's National Youth Sports Safety Month and hold a media event to reinforce the importance of sports safety and how to prevent overuse injuries. Star power is often the key to capturing the attention of local media. Identify a professional athlete with community ties and invite him or her to act as a spokesperson. Link the event to a specific sports event and hold a press conference at a field where youth are playing to guarantee an audience of athletes and parents. Ask a youth sports league official or local physician if they know of an articulate youth who has suffered from an overuse injury and would be willing to tell his or her story. Of course, have STOP Sports Injuries materials on hand to pass out to the media, parents, coaches, and youth.

Community Event

Look for an existing event in your community, such as a youth community fair, as a way to spread the STOP Sports Injuries campaign messages. Set up a booth and hand out campaign materials and prizes for kids. Consider different props for your booth to attract event visitors. Be sure to visit the STOP Sports Injuries online calendar for events that may be occurring in your area and reach out to event points of contact and offer assistance.



Planning an Event

1 Appoint a Coordinator

Identify a coordinator who will: oversee planning of the event, act as the point person for all details, assign tasks, and follow up to ensure that tasks are completed.

2 Hold a Planning Meeting

The first meeting should be a brainstorming session. Be sure to include any partners already involved. If all of the topics can not be covered at one meeting, schedule another meeting to finalize major decisions.

3 At the meeting:

- Identify your audience, topic, potential partners, and possible speakers (See Holding a Local Event).
- Identify a location and date for the event.
- Determine the length of the event.
- Determine how you will promote the event.
- Decide what types of materials will be needed at the event. (You can register the event at www.STOPSportsInjuries.org and receive a free “Starter Pack” of materials, including tip sheets, stickers, tattoos and prescription pads.)
- Determine which media outlets should be contacted for coverage of the event.
- Create a list of jobs to be completed and assign tasks and deadlines.



Promotion and Outreach

Marketing, Advertising, and Social Media

Below are some simple ways to reach your audience and garner event attendance at virtually no cost.

- Create flyers and post them in local stores, schools, coffee shops, gyms, and recreation centers frequented by your target audiences.
- Promote the event through your organization's electronic newsletter.
- Ask school districts and community sports leagues to post information about the event on their websites.
- Ask local schools, youth athletic leagues, and coaches' associations to send email blasts or flyers about the event.
- Submit the event to the STOP Sports Injuries online events calendar and the STOP Sports Injuries Facebook page.
- Use social media tools like Facebook (www.facebook.com/STOPSportsInjuries) and Twitter (www.twitter.com/SportsSafety) to post information about the event and send out date, time, and location reminders. "Friend" partners, other organizations, and school districts on Facebook and ask those groups to post the information. Ask colleagues, family, and friends to share the information through their Facebook and Twitter accounts.
- Look for free advertising space in local newspapers, magazines, and television stations reserved for community events.
- Write a blog for a local news organization about sports injury prevention and mention the event.
- Personalize STOP Sports Injuries tip sheets with your organization's logo by becoming an official, collaborating organization of the STOP Sports Injuries campaign



Promotion and Outreach

(continued)

The STOP Sports Injuries campaign is offering a free starter pack of materials (\$110 value) to those who register an event on the website. To obtain this starter pack, visit www.STOPSportsInjuries.org and click on the “Events” tab and click “Submit Your Event.” Each pack includes:

- 1 pack of 50 of each of the 31 STOP Sports Injuries tip sheets
- 25 STOP Sports Injuries folders
- 2 STOP Sports Injuries posters
- 50 STOP stickers
- 50 STOP tattoos
- 2 STOP prescription pads
- 2 STOP lapel pins

The STOP Sports Injuries campaign’s partner organizations’ websites may offer additional resources for your event. Be sure to check out:

- www.sportsmed.org
- www.orthoinfo.org
- www.nata.org
- www.spts.org
- www.amssm.org
- www.aap.org
- www.nsca-lift.org
- www.safekids.org
- www.posna.org
- www.ppesportsevaluation.org

Media Outreach



Media outreach is an important element for any community event. It provides a means to promote participation and attendance at events and helps spread the event's message to a wide audience through print, online, and broadcast (TV/radio) media outlets. Engaging with local media about your event can lead to online event postings, TV/radio mentions, and print stories to encourage local involvement. Post-event coverage gives community members who did not attend an opportunity to share in the experience. Approaching high-profile local/national personalities to help host the community event is an excellent way to garner strong media attention and encourage a good turnout. Here are some additional tips to help gain media attention:

- Identify the media outlets you want to reach and create a contact list of reporters and producers to reach via phone, press release, and email. (See Resources for sample pitch email, sample press release, and sample media advisory.)
- Send a press release to local media approximately two weeks before your event. Contact local radio and TV stations as well as local newspapers and area event websites. The press release should highlight where and when the event will take place, who will be participating (e.g., celebrity athletes, a local radio talk show host, community leaders), what will be discussed, and why it is important to attend. (See Resources)
- Send a follow-up media advisory with event details about three days before the event. (See Resources)
- Contact local television stations and ask if they have played or would be interested in playing the STOP Sports Injuries public service announcement. If they are interested in playing the PSA, contact Lisa Weisenberger at lisa@aossm.org and request a copy be sent to the station.
- Ask local talk radio show hosts, especially sports program hosts, to mention the event on-air. This is a great opportunity to get the STOP Sports Injuries messages out and to increase participation in the event.
- If appropriate, hold a press conference a few days before the event to inform the media about the STOP Sports Injuries campaign and the upcoming event. It is important to have some of the speakers who will be participating in the event, especially celebrities or local athletes who will draw attention, at the press conference. Be sure to script the press conference with a press release and identify who will be speaking and answering questions in advance. (See Resources)
- Use STOP Sports Injuries campaign messages and fact sheets to create customized talking points to include in all media interviews, press releases, and outreach efforts. (See Resources)
- Use the STOP Sports Injuries PowerPoint presentations available on the website and customize them to fit your activity or event.



Additional Outreach

The STOP Sports Injuries campaign needs your assistance to help us spread the word! Anyone in the community can spread the word about the STOP Sports Injuries campaign through the following simple activities:

- Become an official supporter of the campaign. Visit www.STOPSportsInjuries.org and click on the Join Our Team button.
- Post a link to the STOP Sports Injuries campaign website on your organization's website and directly link to individual tip sheet pages.
- Use social media. Become a "fan" of the STOP Sports Injuries campaign Facebook page and post messages about sports safety. If you are not on Facebook, ask staff members or other colleagues who might be to become fans and post comments when appropriate.
- Follow the STOP Sports Injuries campaign on Twitter to keep up on the latest news, and "Tweet" when you have timely information to share, especially news about events. Tell others to do the same.
- Attend or speak at appropriate meetings or conferences both professionally and socially, mentioning the STOP Sports Injuries website (www.STOPSportsInjuries.org) and explaining how to get involved.
- Partner with others, including partner organization representatives or local physical therapists and athletic trainers, to host regular informational sessions on sports injuries for local youth sports teams.
- Turn the STOP Sports Injuries campaign information into an article for your organization's newsletter.
- Take the pledge to STOP Sports Injuries (on the home page at www.STOPSportsInjuries.org) and urge your patients, friends, or family to do the same.



Resources

1 Sample Agenda

2 Sample Press Release

3 Sample Media Pitch Email

4 Sample Media Advisory

5 Pledge Cards

6 Community PowerPoint Presentation and Banner Ad

Sample Agenda

Sports Trauma and Overuse Prevention (STOP) Sports Injuries campaign
Preventing Injuries in Youth Athletes
Educational Event
{Date}
{Location}

I. *Welcome (5 minutes)*

II. *What Is the STOP Sports Injuries Campaign and Why Is It Important? (15 minutes)*

- Overview of the STOP Sports Injuries Campaign, Materials, and Website
- Audience Questions and Answers

III. *Overuse Injuries and Prevention Techniques (30 to 60 Minutes)*

- Welcome and Introductions
- General Overview of Injury Prevention Techniques
- Warm-Up, Cool Down, Strength/Conditioning, Hydration, Nutrition, Pre-Participation Physicals
- Review of Acute Injuries
- Common Types of Injuries
- Recognition of Severity
- Referral to Medical Professionals
- Return to Play Tips
- Activating EMS
- Dealing with Parents/Coaches
- What to Do If No EMT Is On Site
- Emergencies and Non-emergencies During Practice
- Emergencies and Non-emergencies During Competition
- First-Aid Tips
- Review of Overuse Injuries
- Types of Injuries
- Recognition
- Who to Contact
- When to Refer to a Medical Professional
- Dealing with Athlete/Parents/Coaches
- What Not to Do
- What to Do With Overuse Injuries During Practice
- Wrap Up

Sample Press Release

FOR IMMEDIATE RELEASE

Contact Name
Address 1
Address 2
Phone number
Email address

Date

Keep Kids in the Game for Life Through the STOP Sports Injuries Campaign

Include a subheading here if more information is necessary

CITY, STATE — Sports injuries among young athletes are on the rise. According to the Centers for Disease Control and Prevention (CDC), high school athletes account for an estimated 2 million injuries, 500,000 doctor visits and 30,000 hospitalizations every year. For April's Youth Sports Safety Month, the XXXXX community and NAME OF YOUR ORGANIZATION have joined forces with ANY RELEVANT/HIGH PROFILE PARTNERS to promote the importance of youth sports safety.

ORGANIZATION will be holding an educational event on DATE at LOCATION for all coaches, athletes and parents who want to learn more about sports injury prevention. Agenda topics will include _____. The cost for the event is _____. Call or e-mail _____ for more information and to register.

The STOP Sports Injuries campaign was developed by the following organizations to educate athletes, parents, trainers, coaches and healthcare providers about the rapid increase in youth sports injuries, the necessary steps to help reverse the trend and the need to keep young athletes healthy:

- American Orthopaedic Society for Sports Medicine
- American Academy of Orthopaedic Surgeons
- American Academy of Pediatrics
- American Medical Society for Sports Medicine
- Pediatric Orthopaedic Society of North America
- National Athletic Trainers' Association
- National Strength and Conditioning Association
- Safe Kids USA

These organizations are dedicated to highlighting the importance of teaching proper prevention techniques, discussing the need for open communication between everyone involved in young athletes' lives and encouraging those affected to sign *The Pledge* to be an advocate for sports safety. The campaign website and pledge are available at www.STOPSportsInjuries.org.

ADD IN QUOTE FROM YOUR ORGANIZATION/HIGH-PROFILE ATTENDEE ABOUT HOW EXCITED YOU ARE TO HOST THE EVENT AND PARTNER WITH THE STOP SPORTS INJURIES CAMPAIGN.

"Regardless of whether the athlete is a professional, an amateur, an Olympian or a young recreational athlete, the number of sports injuries is increasing—but the escalation of injuries in kids is the most alarming," said Dr. James Andrews, former president of the American Orthopaedic Society for Sports Medicine (AOSSM) and STOP Sports Injuries campaign co-chair. "Armed with the correct information and tools, today's young athletes can remain healthy, play safe and stay in the game for life."

Supporting the STOP Sports Injuries campaign are the country's leading sports medicine organizations along with professional athletes and business leaders who have signed on as members of the campaign's Council of Champions. This council will help raise additional awareness about this growing epidemic of youth sports injuries. Some of the founding members of the council include:

- Three-time Olympic soccer champion Christie Rampone
- Olympic champion speed skaters Bonnie Blair and Eric Heiden
- Professional golfer Jack Nicklaus
- NFL Hall of Fame quarterback Bart Starr
- MLB baseball player John Smoltz
- NFL Hall of Fame defensive end Howie Long
- Heisman Trophy winner and St. Louis Rams quarterback Sam Bradford

About STOP Sports Injuries (www.STOPSportsinjuries.org)

STOP Sports Injuries' comprehensive public outreach program focuses on the importance of sports safety specifically related to overuse and trauma injuries. The initiative not only raises awareness and provides education on injury reduction, but also highlights how playing safe and smart can enhance and extend a child's athletic career, improve teamwork, reduce obesity rates and create a lifelong love of exercise and healthy activity. Our message underscores the problems of overuse and trauma and emphasizes the expertise of our coalition of experts.

YOUR ORGANIZATION'S WEBSITE

A PARAGRAPH ABOUT YOUR ORGANIZATION

###

Sample Media Pitch Email

PARTNER/PARTICIPANT:

Dear XXXX,

The STOP Sports Injuries campaign is sponsoring an exciting “Keep Kids in the Game educational event on DATE from TIME to TIME at LOCATION.

As an important leader of the TOWN community (As an important leader in local/national athletics), I would like YOU or NAME OF ORGANIZATION to attend or even cosponsor this event.

The STOP Sports Injuries campaign was developed by the following organizations to educate athletes, parents, trainers, coaches and healthcare providers about the rapid increase in youth sports injuries, the necessary steps to help reverse the trend, and the need to keep young athletes healthy:

- American Orthopaedic Society for Sports Medicine
- American Academy of Orthopaedic Surgeons
- American Academy of Pediatrics
- American Medical Society for Sports Medicine
- Pediatric Orthopaedic Society of North America
- National Athletic Trainers’ Association
- National Strength and Conditioning Association
- Safe Kids USA

These organizations are dedicated to highlighting the importance of teaching proper prevention techniques, discussing the need for open communication between everyone involved in young athletes’ lives, and encouraging those affected to sign *The Pledge* to be an advocate for sports safety. More information on the campaign and pledge are available at www.STOPSportsInjuries.org.

Please see the press release/media advisory posted below and attached to this email for additional information, and feel free to contact me with any questions. We hope you are able to join us.

Best,
Name
Title
Affiliation
Contact info

POST ADVISORY/PRESS RELEASE HERE (also attach to email)

###

Sample Media Advisory

DATE

Contact:

Name, organization:

Phone:

Email:

NAME OF ORGANIZATION to Host “ Keep Kids in the Game for Life,” a STOP Sports Injuries Community Event

Local community promotes youth injury prevention for National Sports Safety Month

CITY, STATE — Sports injuries among young athletes are on the rise. According to the national Centers for Disease Control and Prevention (CDC), high school athletes account for an estimated 2 million injuries, 500,000 doctor visits and 30,000 hospitalizations every year. For April’s National Sports Safety Month, the XXXXX community and NAME OF YOUR ORGANIZATION have joined forces with ANY RELEVANT/HIGH PROFILE PARTNERS to promote the importance of youth sport safety.

This event is part of the STOP Sports Injuries campaign to educate athletes, parents, trainers, coaches and health care providers about the rapid increase in youth sports injuries, the necessary steps to help reverse the trend and the need to keep young athletes healthy and in the game. The campaign highlights the importance of teaching proper prevention techniques, discussing the need for open communication between everyone involved in young athletes’ lives and encouraging those affected to sign The Pledge to be an advocate for sports safety. The campaign website and pledge are available at www.STOPSportsInjuries.org.

WHO: INCLUDE ORGANIZATION HOSTS, INDIVIDUAL PARTICIPANTS WORTH PROMOTING, PARTNERS

WHAT: “Keep Kids in the Game for Life,” a STOP Sports Injuries community event

WHEN: TIME START – FINISH

WHERE: NAME OF LOCATION
ADDRESS

About STOP Sports Injuries (www.STOPSportsInjuries.org)

STOP Sports Injuries’ comprehensive public outreach program focuses on the importance of sports safety—specifically relating to overuse and trauma injuries. The initiative not only raises awareness and provides education on injury reduction, but also highlights how playing safe and smart can enhance and extend a child’s athletic career, improve teamwork, reduce obesity rates and create a lifelong love of exercise and healthy activity. Our message underscores the problems of overuse and trauma and emphasizes the expertise of our coalition of experts.

A PARAGRAPH ABOUT YOUR ORGANIZATION AND YOUR WEBSITE ADDRESS.

###



TAKE THE PLEDGE

Be an advocate for sports safety!




ATHLETE

The STOP Sports Injuries campaign needs your help spreading the word to your friends, family members and community about the importance of sports safety.

I Pledge To:

- Not play through the pain if I am injured.
- Tell my parents, coaches, athletic trainers and health care providers when I'm injured.
- Take the proper preventive steps to reduce my risk of injury by participating in annual pre-season physicals, stretching before and after workouts, staying hydrated during practices and games, and not over-training.
- Help my teammates understand there can be long-term consequences and effects of youth sports injuries.
- Support the STOP Sports Injuries campaign by telling my friends and family about it.

For more information and details, visit the event page at www.STOPSportsInjuries.org or Fan and/or Follow us at:

 Facebook.com/STOPSportsInjuries

 Twitter.com/SportsSafety

Name	
Organization/ School	
Address 1	
Address 2	
City	
State	
Zip	
Contact Email	

By checking this box, I certify that I am of at least 18 years of age or am completing this pledge under the supervision of a parent or guardian present.





TAKE THE PLEDGE

Be an advocate for sports safety!



COACH

The STOP Sports Injuries campaign needs your help spreading the word to your friends, family members and community about the importance of sports safety.

I Pledge To:

- Protect my athletes from sports injuries by talking about how they feel physically after practice and games.
- Discuss proper injury prevention and the importance of playing sports pain-free.
- Keep my athletes playing safe during practice and games.
- Ensure that my athletes are taking the proper steps to stay safe before and after practice and games.
- Talk to parents about any concerns I have regarding an athlete's physical fitness to participate in practice or play in a game.
- Support the STOP Sports Injuries campaign by telling my athletes and their parents as well as fellow coaches about it.

For more information and details, visit the event page at www.STOPSportsInjuries.org or Fan and/or Follow us at:

 [Facebook.com/STOPSportsInjuries](https://www.facebook.com/STOPSportsInjuries)

 [Twitter.com/SportsSafety](https://twitter.com/SportsSafety)

Name	
Organization/ School	
Address 1	
Address 2	
City	
State	
Zip	
Contact Email	





TAKE THE PLEDGE

Be an advocate for sports safety!



HEALTHCARE PROVIDER

The STOP Sports Injuries campaign needs your help spreading the word to your friends, family members and community about the importance of sports safety.

I Pledge To:

- Protect my patients from sports injuries through education and communication about the long-term effects of sports injuries.
- Discuss the importance of playing sports pain-free with my athlete patients and their parents.
- Stress the importance of safe play and proper injury prevention techniques with my patients and their parents.
- Support the STOP Sports Injuries campaign by telling my patients and their parents as well as fellow healthcare providers about it.

For more information and details, visit the event page at www.STOPSportsInjuries.org or Fan and/or Follow us at:

 [Facebook.com/STOPSportsInjuries](https://www.facebook.com/STOPSportsInjuries)
 [Twitter.com/SportsSafety](https://twitter.com/SportsSafety)

Name	
Organization/ School	
Address 1	
Address 2	
City	
State	
Zip	
Contact Email	

HEALTHCARE
PROVIDER



TAKE THE PLEDGE

Be an advocate for sports safety!




PARENT

The STOP Sports Injuries campaign needs your help spreading the word to your friends, family members and community about the importance of sports safety.

I Pledge To:

- Protect my children from sports injuries by talking about how they feel physically after practices and games.
- Keep my young athlete out of practice or the game until any injury is properly healed.
- Talk to my child's healthcare provider to learn even more about proper prevention techniques to help ensure safe play.
- Discuss any of my child's health or wellness concerns with the coaches and athletic trainers.
- Support the STOP Sport Injuries campaign by telling my children, neighbors, friends, coaches and healthcare providers about it.

For more information and details, visit the event page at www.STOPSportsInjuries.org or Fan and/or Follow us at:

 [Facebook.com/STOPSportsInjuries](https://www.facebook.com/STOPSportsInjuries)

 [Twitter.com/SportsSafety](https://twitter.com/SportsSafety)

Name	
Organization/ School	
Address 1	
Address 2	
City	
State	
Zip	
Contact Email	



Community PowerPoint Presentation

<http://www.stopsportsinjuries.org/resources/posters-and-presentations.aspx>





The Problem

- 30 million children participate in organized sports
(Source: Safe Kids USA)
- Participation in high school athletics is increasing, with more than 7.3 million high school students participating annually
(Source: National Federation of State High School Associations)
- High school athletics account for more than 2 million injuries annually, including
 - 500,000 doctor visits
 - 30,000 hospitalizations*(Source: Centers for Disease Control)*

Keeping Kids in the Game for Life



The Problem

- Young athletes are specializing in sports (and positions) at an earlier age, with more than 3.5 million children under the age of 14 treated annually for sports injuries.
(Source: Safe Kids USA)
- Immature bones, insufficient rest after injury, and poor training and conditioning contribute to overuse injuries.
- Overuse injuries account for ***half*** of all sports injuries in middle school and high school.
(Source: Safe Kids USA)

Keeping Kids in the Game for Life



The *Lasting* Problem

A child's history of injury is.....

1. A risk factor for future injury during both their youth and adulthood.
2. A contributor to long term degenerative diseases, such as osteoarthritis.



Keeping Kids in the Game for Life



The *Lasting* Problem – Part 2

70% of kids participating in sports drop out by the age of 13 because of:

- Adults
- Coaches
- Parents

These children lose the benefits of exercise, teamwork and healthy competition!

Keeping Kids in the Game for Life



What is Overuse?

Overuse is considered excessive and repeated use that results in injury to the bones, muscles or tendons involved in the action.

Keeping Kids in the Game for Life



Why are Injuries on the Rise?

- Immature bones
- Insufficient rest after an injury
- Poor training or conditioning
- Specialization in just one sport
- Year-round participation



Keeping Kids in the Game for Life



What Can We Do to Prevent Overuse and Trauma Injuries?

Promote injury prevention on multiple levels, including:

- Learning about the STOP Sports Injuries campaign and visiting www.STOPSportsInjuries.org for resources
- Take the Pledge on the website to prevent injuries
- Holding ongoing discussions about the importance of rest with athletes
- Mandating pre-season physicals
- Enforcing warm-up and cool down routines
- Encouraging proper strength training routines

Keeping Kids in the Game for Life



What Can We Do to Prevent Overuse and Trauma Injuries?

Additional tips:

- Drink enough water based on activity and temperature levels
- Educate athletes on proper nutrition for performance
- Supervise equipment maintenance
- Encourage kids to speak with an athletic trainer, coach or physician if they are having any pain.

Keeping Kids in the Game for Life



Additional Prevention Strategies

Work with local athletic governing bodies to mandate pitch counts and limit number of matches or tournaments played.



Keeping Kids in the Game for Life



Additional Prevention Strategies

- Encourage participation for fun and limit emphasis on winning
- Discourage early specialization
- Treat symptoms of problems/injuries EARLY



Keeping Kids in the Game for Life



Proper Technique is Key

- Provide proper instruction on throwing mechanics
 - Discourage the teaching of curve balls until high school (puberty)
 - Ban the radar gun in youth sports
 - Mandate a 3 month “rest-period” each year for throwing athletes



Keeping Kids in the Game for Life



Founding Collaborators of the STOP Sports Injuries Campaign

- American Orthopaedic Society for Sports Medicine
- American Academy of Orthopaedic Surgeons
- American Academy of Pediatrics
- American Medical Society for Sports Medicine
- National Athletic Trainers’ Association
- National Strength and Conditioning Association
- Pediatric Orthopaedic Society of North America
- SAFE Kids USA
- Sports Physical Therapy Section

More than 130 other organizations, institutions, sporting leagues and teams have joined the campaign since it launched in April 2010.

Keeping Kids in the Game for Life



STOP Sports Injuries: *Council of Champions*

James R. Andrews, MD
Co-Chair

Neal S. ElAttrache, MD
Co-Chair

Hank Aaron
Major League Baseball Hall of Famer

Marjorie J. Albohm
President, NATA

Bonnie Blair
Olympic Speed Skater

Nicholas Bollettieri
Professional Tennis Coach

Sam Bradford
*St. Louis Rams quarterback,
2008 Heisman Trophy Winner*

Dale Brown
Former Louisiana State University Basketball Coach

Daniel J. Berry, MD
President, AAOS

Reverend Dr. Richard P. Camp, Jr.
Former Nationally Ranked Track & Field Athlete

Tom Condon
Football Agent, Creative Artists Agency

Delos (Toby) Cosgrove, MD
President and CEO, Cleveland Clinic

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STOP Sports Injuries: *Council of Champions (continued)*

Lars Engebretsen, MD, PhD
*Professor and Director,
Orthopaedic Center, Ullevaal University
Hospital*

Joe Gibbs
CEO, Gibbs Investments, LLC

Eric Heiden, MD
*Former Olympic Speed Skater,
Orthopaedic Surgeon*

Dennis Lewin
*Board of Directors Chairman, Little League
Baseball International*

Kevin Wilk,
Director of Rehabilitative Research, ASMI

Bo Jackson
*Former Los Angeles Raider, Professional Baseball
Player*

James C. Justice, II
Chairman and Owner, The Greenbrier Resort

Stephen D. Keener
President & CEO, Little League Baseball, Inc.

Ian Lawson
Worldwide President, DePuy Mitek

Jay R. Hoffman, PhD, CSCS, *D, FNCSA, FASCM
President, NSCA

Howie Long
NFL Hall of Famer, Broadcaster

Keeping Kids in the Game for Life



STOP Sports Injuries: *Council of Champions (continued)*

Christie Rampone
Olympic Soccer Player

Renaldo Nehemiah
Hurdle World Record holder and former San Francisco 49er

Jack Nicklaus
PGA Golfer

Jerry Pate
Former Professional Golfer

Rick Peterson
Milwaukee Brewers, 3P Sports

Bart Starr
Former Green Bay Packer

Teri McCambridge, MD
Chairperson, Council on Sports Medicine and Fitness

John Smoltz
Major League Baseball Pitcher

Jim Wilson, III
Chairman and CEO, Jim Wilson & Associates, LLC

Reinhold D. Schmieding
President and Founder, Arthrex

Robert L. Masson, MD
President, Neurospine Institute and Chairman, NSI Foundation

Keeping Kids in the Game for Life



Corporate Sponsors

- Arthrex – Champion Level Supporter
- DePuy Mitek Inc. – Champion Level Supporter
- Smith & Nephew – Champion Level Supporter



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Campaign focuses on over 20 Sports

- Baseball
- Basketball
- Cheerleading
- Dance
- Field Hockey
- Figure Skating
- Football
- Golf
- Gymnastics
- Hockey
- Lacrosse
- Martial Arts
- Rowing
- Rugby
- Running
- Skiing and Snowboarding
- Soccer
- Softball
- Swimming
- Tennis
- Volleyball
- Wrestling



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Educational Content



- Sports tips
 - Sport specific information
- Specific educational tip sheets focused on various audiences
 - Parents
 - Athletes
 - Coaches
 - Healthcare providers
- Video podcasts

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Website and Technology

Comprehensive Website Features:

- Educational resources
- Media center
- Downloadable applications
- Online survey
- Quizzes
- Blogging
- Public Service Announcements
- Social media interaction through Facebook and Twitter



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What Does the Future Hold?

- Better prevention of injury
- New surgical techniques are being evaluated to treat injuries – less invasive
- Ongoing research to understand the injury risk and how to prevent
- Continued rise in injury rates unless education is increased

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Other Resources

- www.STOPSportsInjuries.org
- www.orthoinfo.org
- www.nata.org
- www.sportsmed.org
- www.SAFEKids.org
- www.spts.org
- www.amssm.org
- www.aap.org
- www.nsca-lift.org
- www.posna.org
- www.ppesportsevaluation.org

Keeping Kids in the Game for Life



Let's Work Together to **STOP Sports Injuries**
And Keep Kids in the Game for Life!

www.STOPSportsInjuries.org

Keeping Kids in the Game for Life

Banner Ad

<http://www.stopsportsinjuries.org/resources/posters-and-presentations.aspx>

