



ACTIVITY REPORT

2007–2008

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Injury Prevention and Control
Division of Injury Response



Heads Up: Concussion in Youth Sports



Among the more than 38 million boys and girls that participate in organized youth sports in the U.S. today, concussions are one of the most commonly reported injuries. Youth sports coaches are on the front line in the effort to identify and respond to concussions.

To help protect children and teens from concussions, the Centers for Disease Control and Prevention (CDC), in collaboration with 26 leading health, sports, and national organizations, created a national educational initiative entitled, “Heads Up: Concussion in Youth Sports.” As part of this initiative, CDC developed a tool kit to help youth sports coaches and administrators prevent, recognize, and respond to concussions sustained by their athletes.

The tool kit contains practical and essential information, including easy-to-read fact sheets for coaches, parents and athletes, a clipboard, a poster, a magnet, and a quiz to test concussion knowledge. The tool kit was developed for coaches and administrators who work with athletes ages 5–18 in a broad range of sports activities. All tool kit materials can be downloaded in English and Spanish and/or ordered online at no cost at www.cdc.gov/ConcussionInYouthSports.

Key Successes

The “Heads Up: Concussion in Youth Sports” initiative, launched nationally in July 2007, has experienced many key successes. Highlights of these successes include:

- ▶ CDC developed partnerships with more than 26 leading health, sports, and national organizations.
- ▶ More than 40,000 tool kits, 400,000 fact sheets, 60,000 magnets, and 40,000 posters were distributed within the first year of the national launch.
- ▶ There were more than 36,000 website hits within the first three months of the launch of the tool kit.
- ▶ The national radio media tour to promote the launch of the tool kit reached an audience of more than 30 million.
- ▶ Print articles to promote the tool kit were distributed to daily and weekly newspapers, news, and wire services nationwide. After only three months of distribution, there were 252 placements, reaching more than two million readers.
- ▶ Sports Illustrated magazine featured a one-page print ad promoting “Heads Up: Concussion in Youth Sports” in the September 3, 2007 NFL Preview special issue, garnering a circulation rate of 1,850,000, and reaching an audience of more than 11.5 million people. The magazine also ran three online Web banners promoting the tool kit on SI.com for 30 days, receiving 100,000 impressions per day for a total of three million.

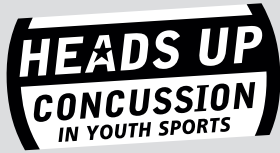


Heads Up: Concussion in Youth Sports

Activity Report

2007–2008

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Injury Prevention and Control
Division of Injury Response



Heads Up: Concussion in Youth Sports, Activity Report 2007–2008 is a publication of the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Injury Prevention and Control.

Centers for Disease Control and Prevention

Julie L. Gerberding, MD, MPH
Director

Coordinating Center for Environmental Health and Injury Prevention

Henry Falk, MD, MPH
Director

National Center for Injury Prevention and Control

Ileana Arias, PhD
Director

Division of Injury Response

Richard C. Hunt, MD, FACEP
Director



Suggested Citation: National Center for Injury Prevention and Control.
Heads Up: Concussion in Youth Sports, Activity Report (2007–2008).

Atlanta (GA): U.S. Department of Health and Human Services,
Centers for Disease Control and Prevention; 2008.

Contents

BACKGROUND	6
Program Goals	6
Target Audiences	7
Tool Kit Development	7
Tool Kit Contents	8
The Importance of Participating Organizations	9
NATIONAL LAUNCH	10
Website	10
MEDIA AND PUBLIC RELATIONS	11
Research Publication	11
Pitch calls	11
Radio Media Tour	11
Print Media	12
PROMOTION AND DISSEMINATION	12
Promotional Materials	12
Sports Illustrated	13
Scholastic Magazine	14
PROMOTION ACTIVITIES OF PARTICIPATING ORGANIZATIONS	14
Participating Organization Activity Highlights.....	15
EVALUATION	18
NEXT STEPS	18

BACKGROUND

Concussions are a type of injury caused by a blow or bump to the head that disrupts the way the cells in the brain normally work. They are one of the most commonly reported injuries in children and adolescents who participate in sports and recreation activities. Most sports- and recreation-related concussions seen in emergency departments each year (65%) occur among youth ages 5–18.¹ While many of these injuries may be considered mild, they can result in health consequences such as impaired thinking, memory problems, and emotional or behavioral changes.

More than 38 million boys and girls, ages 5–18, participate in organized youth sports in the United States. Although sports provide physical activity that offers important exercise and team building opportunities to young people, there is also a risk of getting injured. Concussions can occur in any organized or unorganized sport or recreational activity; however, the risk is greatest in athletic environments where collisions are common.

The world of youth sports is large, diverse and decentralized. Most coaches in youth sports programs are volunteers—either parents or other interested persons—who have minimal or no training in coaching.² They are often juggling many commitments including full-time jobs and families, in addition to their volunteer efforts. Youth sports coaches are also on the front line in the effort to identify and respond to concussions and they play an important role in sharing this information with athletes and parents.

Program Goals

In September 2006, CDC’s National Center for Injury Prevention and Control (Injury Center) initiated a project to design and develop a resource tool kit to help youth sports coaches and administrators prevent, recognize, and respond to concussions. This effort builds on the Injury Center’s recent successes developing two tool kits about concussion—“Heads Up: Concussion in High School Sports” and “Heads Up: Brain Injury in Your Practice”—targeted to high school coaches and health care professionals, respectively. The youth sports tool kit was conceived to meet the specific educational needs of youth sports coaches and administrators in their unique settings.

¹ Gilchrist J, Thomas KE, Wald M, Langlois J. Nonfatal Traumatic Brain Injuries from Sports and Recreation Activities--United States, 2001-2005. *Morbidity and Mortality Weekly Report (MMWR)* July 27, 2007; 56(29):733-37.

² Wiersma LD, Sherman CP. Volunteer youth sports coaches’ perspectives of coaching education/certification and parental codes of conduct. *Res Q Exerc and Sport* 2005;76(3):324-38.

The primary goals of this effort were to help youth sports coaches and administrators to:

- ▶ Increase their awareness and knowledge about concussion and how to prevent this injury;
- ▶ Learn the signs and symptoms of concussion to help recognize this injury among their athletes;
- ▶ Take the appropriate steps to respond to a known or suspected concussion; and
- ▶ Educate parents and athletes about concussion.

Target Audiences

Youth sports coaches and administrators are the primary audiences for this initiative. Coaches play a vital role in protecting their athletes from injury and influencing their behavior during athletic activities. Most coaches in youth sports are volunteers with minimal training in safety and injury management. They are eager for materials and support that will help them keep their athletes safe and healthy.

Youth sports administrators are a critical gate keeper to coaches. Across the country, they organize all types of teams and leagues in their respective communities and have direct access to coaches in their programs. They can increase awareness of the risk of concussion and support coaches with needed materials and resources to keep their players safe.

Secondary audiences for this effort are parents and athletes, who are key partners in recognizing and responding to concussion. Parents must recognize the seriousness of a concussion, know the signs and symptoms after an injury has happened, support their child in taking the time needed to recover and ensure they are seen by a health care provider.

Athletes also need to understand the seriousness and symptoms of concussion and appreciate the importance of reporting an injury accurately and fully when one occurs. There are many myths about concussions and pressures on youth athletes to succeed that could prevent athletes from reporting their full symptoms.

Tool Kit Development

The need for a new tool kit targeting youth sports coaches and administrators became clear during the early background research phase of the project. Youth sports coaches and administrators requested practical, easy-to-use information about concussion from a reliable source. They were eager to receive information that would help them feel better equipped to prevent, recognize, and respond to concussions appropriately.

CDC used data from literature searches, expert interviews, and focus groups to guide the development and design of the materials. A pilot version of the tool kit was tested during six focus groups with youth sports coaches and administrators in Chicago, Illinois and Los Angeles, California. The coaches and administrators provided positive feedback about the

tool kit concept and visual appeal during these groups. They commented on the readability, clarity and usefulness of the materials. Results from the research were used to revise and refine the final version of the tool kit and to inform decisions about promotion and distribution. Below are some of the recommendations for revising the tool kit materials:

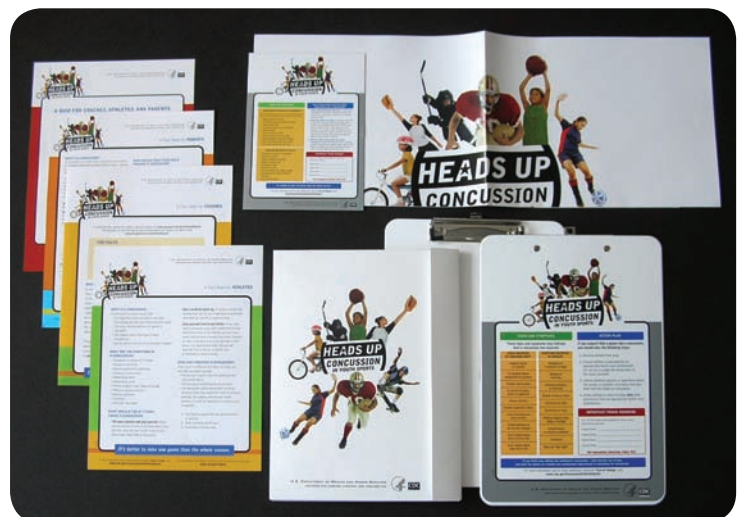
- ▶ Include materials in a variety of formats to appeal to each of the intended audiences of the tool kit, specifically: coach fact sheet, parent fact sheet, athlete fact sheet, clipboard, poster, and magnet.
- ▶ Create a quiz to test individuals' knowledge of what they learned after reading the materials. This will be a helpful tool for coaches to use during team meetings.
- ▶ Create both English and Spanish language materials for coaches, parents, and athletes.
- ▶ Present a wide range of sports and athletes in the tool kit logo to reflect the diversity of youth sports.
- ▶ Emphasize that these are “free materials” on the mailing envelope to encourage administrators to open the package.
- ▶ Disseminate the tool kit year-round. Coaches and administrators said that start-up meetings were the key time to provide information to coaches, athletes, and parents. The beginning of the sports season varies from sport to sport, so year round distribution will be needed. Seasonal targeting specific to individual sports will also be useful.
- ▶ Provide a Web address that is easy to read and remember, so that coaches and administrators are more likely to visit the website.

Tool Kit Contents

Based on this audience input, the “Heads Up: Concussion in Youth Sports” tool kit includes essential, concise, and easy-to-use materials. The tone of the materials is direct and nonalarmist. They include a variety of formats of interest to coaches and administrators—fact sheets, a magnet, poster, or clipboard—to make the information readily available and well-suited for their needs.

The complete materials developed for the tool kit include:

- ▶ An introductory letter from CDC
- ▶ A fact sheet for coaches
- ▶ A fact sheet for parents (in English and Spanish)
- ▶ A fact sheet for athletes (in English and Spanish)
- ▶ A clipboard with concussion facts for coaches
- ▶ A magnet with concussion facts



for coaches and parents

- ▶ A poster with concussion facts for coaches and sports administrators
- ▶ A quiz for coaches, athletes, and parents to test their concussion knowledge (in English and Spanish)

CDC strived to make the tool kit easily accessible to coaches and administrators by establishing a Web address for the initiative that is easy to use and remember: **www.cdc.gov/ConcussionInYouthSports**. The tool kit can be ordered at no cost, and all materials can also be downloaded in both English and Spanish.

The Importance of Participating Organizations

Participating organizations were essential to the success of this educational initiative. CDC engaged them at every step, from planning and materials development to promotion and evaluation. Their insights and feedback shaped the development of the contents, strengthened the materials and messages, and enhanced the dissemination and reach of the tool kit. These organizations also helped to build credibility for the effort among the large and diverse audience of youth sports coaches and administrators.

CDC worked with 26 participating organizations during the materials development phase and also assisted with promoting the initiative through their regular communication channels. These organizations include:

- ▶ Amateur Athletic Union
- ▶ American Academy of Pediatrics
- ▶ American College of Emergency Physicians
- ▶ American College of Sports Medicine
- ▶ American Medical Society for Sports Medicine
- ▶ Association of State and Territorial Health Officials
- ▶ Brain Injury Association of America
- ▶ Children's National Medical Center
- ▶ Children's Safety Network
- ▶ Institute for Preventative Sports Medicine
- ▶ Institute for the Study of Youth Sports
- ▶ National Alliance for Youth Sports
- ▶ National Association for Sport and Physical Education
- ▶ National Athletic Trainers' Association
- ▶ National Center for Sports Safety
- ▶ National Council for Accreditation of Coaching Education
- ▶ National Council of Youth Sports
- ▶ National Football League



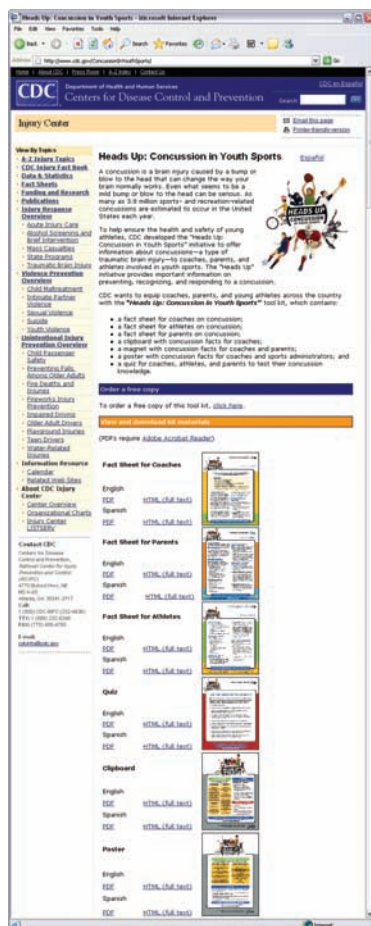
“I’ve been promoting the tool kit and handing it out to youth sports programs all over the Baltimore-Washington capital region. It is very well received!”

- ▶ National Recreation and Park Association
- ▶ National Youth Sports Coaches Association
- ▶ President’s Council on Physical Fitness and Sports
- ▶ State and Territorial Injury Prevention Directors Association
- ▶ The Children’s Hospital of Philadelphia
- ▶ USA Football
- ▶ YMCA of the USA
- ▶ Youth Sports Research Council, Rutgers, The State University of New Jersey

NATIONAL LAUNCH

CDC launched the “Heads Up: Concussion in Youth Sports” initiative on July 26, 2007. A national press release announced the tool kit, which can be ordered or downloaded at no cost from the website. Promotional materials, including the project logo and flyer are also available for downloading online, so that interested organizations can feature the initiative on their websites.

More than 14,000 tool kits were ordered within the first three months of the launch of the tool kit. Coinciding with this launch, CDC published a study about sports- and recreation-related traumatic brain injuries (TBI) among youth in the *Morbidity and Mortality Weekly Report (MMWR)*, conducted national and local radio interviews, generated newspaper coverage across the country, and worked closely with participating organizations to increase awareness of the tool kit in youth sports programs nationwide.



Website

CDC received important feedback from coaches that creating a simple URL and incorporating the title of the project was key to reaching other coaches, parents, and athletes. As a result, CDC created the following Web address for the project: **www.cdc.gov/ConcussionInYouthSports**.

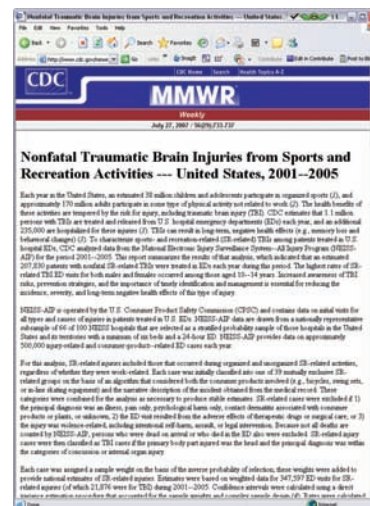
The website features information about the initiative, includes information about ordering the tool kit, offers options to view and download tool kit materials in English or Spanish, and includes promotional materials. The website received 36,000 hits within the first three months following the launch.

MEDIA AND PUBLIC RELATIONS

There were numerous media and public relations efforts conducted to increase nationwide awareness of the “Heads Up: Concussion in Youth Sports” tool kit.

Research Publication

CDC published a study in the *MMWR* showing that most sports- and recreation-related TBIs, which include concussions, occur among youth and teens. The study found that among youth ages 5 to 18 years old, the sports and recreation activities that generated the greatest number of emergency department visits for TBI were popular activities such as bicycling, football, basketball, playground activities, and soccer. These findings supported the need for an educational campaign to help coaches, parents, and athletes learn to prevent, recognize, and respond to concussions.



Pitch Calls

Prior to the launch of the tool kit, national outreach included more than 100 pitch calls, emails, and faxes. Media contacts were selected if they worked at a publication with a circulation rate of 325,000 or higher and were health- or sports-related writers. One hundred and three reporters from 46 publications were initially contacted. The Atlanta Journal-Constitution, Chicago Tribune, Los Angeles Times, MSNBC.com, New York Times, Sports Illustrated, Sports Illustrated for Kids, St. Louis Post-Dispatch, and the Washington Post were targeted and many showed great interest.

Radio Media Tour

CDC conducted a radio media tour targeting national and local markets, including Hispanic radio stations, to promote the launch of the tool kit. Twenty radio interviews were conducted with CDC's Injury Center director Dr. Ileana Arias and pediatrician and medical epidemiologist Dr. Julie Gilchrist.

The “Heads Up: Concussion in Youth Sports” radio tour reached an audience of more than 30 million people. Radio interviews were conducted with national radio network stations such as CNN Radio, CNN en Español, USA Radio, and XM Radio.



Play it safe when it comes to concussions

More than 38 million boys and girls between the ages of 5 and 18 participate in organized youth sports. And while sports can be a fun way to socialize and instill values such as teamwork, physical activity can also mean

lated concussions occur in the U.S. each year.

Contact between athletes, collisions between athletes and objects such as goalposts or hurdles or simple falls can all result in concussions, which cause the brain to move rapidly

concussion occurring field, there are symptoms parents need to watch for. If a child experiences any kind of head injury, thinking or acting may be in

/SA

Tenga cuidado con las concusiones



Salud Tenga precaución con alguien que haya sufrido concusión

More than 38 million boys and girls between the ages of 5 and 18 participate in organized youth sports. And while sports can be a fun way to socialize and instill values such as teamwork, physical activity can also mean

lated concussions occur in the U.S. each year. Contact between athletes, collisions between athletes and objects such as goalposts or hurdles or simple falls can all result in concussions, which cause the brain to move rapidly

concussion occurring field, there are symptoms parents need to watch for. If a child experiences any kind of head injury, thinking or acting may be in



Local stations included Honolulu, Denver, Los Angeles, Miami, Atlanta, and New York.

Print Media

To spread the word about the new tool kit in print media, CDC developed English and Spanish matte articles entitled, *Play It Safe When It Comes to Concussions*. The articles were distributed to many daily and weekly newspapers, news and wire services. The articles received placements nationwide, including publications in Missouri, New York, Illinois, Ohio, North Dakota, Florida, and California. After only three months of distribution, 252 placements were made, reaching more than 2 million readers, and yielding an estimated ad value of \$66,737.

PROMOTION AND DISSEMINATION

CDC, along with participating organizations, engaged in a multi-pronged promotion and dissemination effort to spread the news about the new tool kit.

Promotional Materials

CDC created promotional materials to help participating organizations support the initiative and to generate awareness of the new tool kit among coaches, sports administrators, athletes, and parents. The following materials were developed to promote the “Heads Up: Concussion in Youth Sports” initiative:

- ▶ National press release
- ▶ Flyer
- ▶ Partner press release
- ▶ Template announcement for organizations to use on their websites and listservs



These materials were sent directly to participating organizations and also posted to CDC’s website. Many organizations used these tools to issue press releases to the media, disseminate flyers at local and national events, and to share information with their members and affiliates through their websites, listservs, and email outlets.

E-cards

CDC also developed e-cards (electronic greeting cards) to promote the initiative. CDC polled participating organizations to assess their interest in using e-cards to spread awareness about the tool kit. An overwhelming interest led to the development of two e-cards for coaches, two for parents, and two for athletes. The six e-cards are available on the “Heads Up: Concussion in Youth Sports” website for individuals and organizations to share with others.



Video

To help reach out to young athletes, CDC developed a 2-minute video with the teen athlete who sustained a concussion while playing high school basketball. The video titled, “Keeping Quiet Can Keep You Out of the Game,” was posted on the initiative’s website and on YouTube (<http://www.youtube.com/user/CDCStreamingHealth>). Additionally, a short article that describes the teen athlete’s story and recovery from her concussion was also posted on the “Heads Up: Concussion in Youth Sports” website. CDC is also developing a similar video for parents that will also be posted online.



T-Shirts, Bracelets, and Temporary Tattoos

CDC created t-shirts, bracelets, and temporary tattoos that show key messages from the initiative. These materials have been very popular at events and conferences nationwide. Specifically, CDC sent the materials to the 2007 and 2008 New York State Fair. In 2008, CDC staff at the Fair wore the “Heads Up: Concussion in Youth Sports” t-shirts and disseminated more than 1,000 tool kits, 4,000 fact sheets, 14,000 bracelets, and 15,000 temporary tattoos over a two-week period.



Sports Illustrated

CDC worked with Sports Illustrated to promote the tool kit online and in print. Sports Illustrated featured a full-page print ad about the “Heads Up: Concussion in Youth Sports” initiative in the NFL Preview special issue on September 3, 2007. The ad, which ran in 38 states, had a circulation rate of 1,850,000, and reached an audience of more than 11.5 million people.

The online portion of this promotion effort included placing three Web banners on the Sports Illustrated website (SI.





com) for 30 days. The Web banners ran on the in-season sports media pages from September 15 until October 15, 2007, garnering 100,000 impressions per day, for 3 million impressions over 30 days.

Scholastic Magazine

Scholastic Coach and Athletic Director Magazine ran a lead article in its September issue of “Sidelines” to promote the tool kit. “Sidelines” is the magazine’s online newsletter that reaches an estimated 53,000 coaches and athletic directors.



PROMOTION ACTIVITIES OF PARTICIPATING ORGANIZATIONS

Participating organizations expressed great enthusiasm, as evidenced by their promotional activities. Establishing strong relationships with health, sports, national, and state organizations was fundamental to successfully promoting and disseminating the tool kit. Participating organizations played a key role in spreading the word and building overall awareness of concussions among their members. These organizations helped to boost visibility and reinforce the messages in the “Heads Up: Concussion in Youth Sports” project by:

- ▶ Promoting messages about the tool kit in their newsletters, websites, magazines, and listservs.
- ▶ Making announcements about the tool kit and distributing it at events, meetings, and conferences.
- ▶ Assisting efforts to incorporate the tool kit into educational activities or trainings for coaches.
- ▶ Conducting one-on-one sessions with coaches.
- ▶ Informing members about this public health issue.



Within the first few months of the tool kit launch, participating organization activities reached more than 300,000 coaches, parents, athletes, sports administrators, and professionals. They also expressed ongoing support and commitment to continue their outreach activities throughout the year and at the start of the various sports seasons.

Participating Organization Activity Highlights

Seattle Seahawks and the Brain Injury Association of Washington

Beginning, summer of 2008, CDC teamed up with the *Seattle Seahawks* football team and the *Brain Injury Association of Washington* (BIAWA) to help expand the “Heads Up: Concussion in Youth Sports” initiative in Washington State. The “Heads Up: Concussion in Youth Sports” clipboard and poster was mailed to every middle and high school in Washington State with a letter from the Seattle Seahawks.

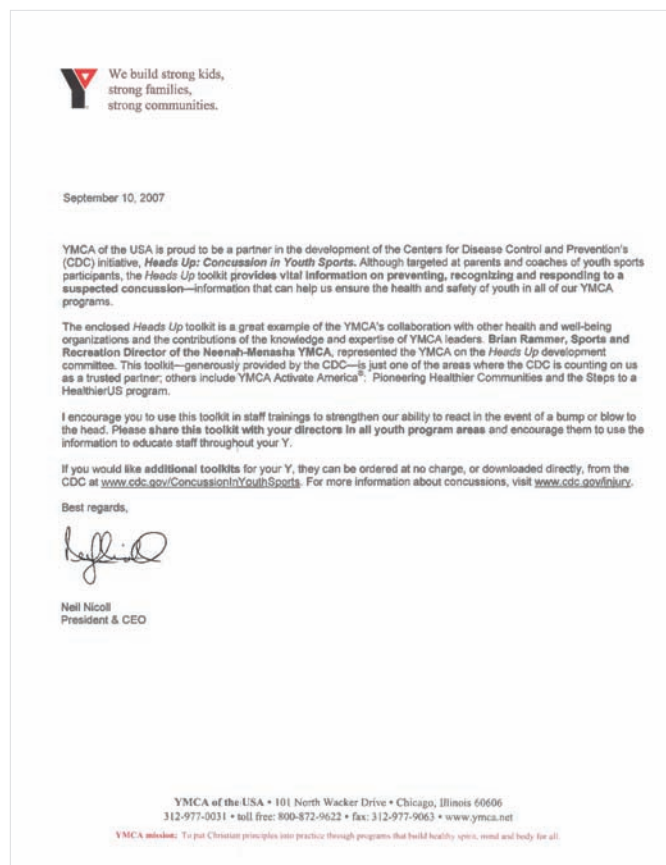


In addition, campaign spokespersons, former Seattle Seahawks quarterback Brock Huard and Team Physician Dr. Stan Herring, conducted multiple trainings for coaches and physicians across the state. Both were also featured in a TV public service announcement (<http://www.biawa.org/headsup.htm>) that was aired throughout the state during the 2008 football season.



YMCA of the USA

The *YMCA of the USA* has supported the tool kit and plans to promote it to YMCAs through regular communication vehicles on an ongoing basis. In September, 2007, 2,600 tool kits were sent to YMCA affiliates, accompanied by a cover letter from its CEO. One thousand tool kits and temporary tattoos were also distributed at the YMCA EXPO event in October. The YMCA of the USA showed their support by posting information about the tool kit and links to CDC’s “Heads Up: Concussion in Youth Sports” website on its Extranet, which is accessible to all YMCAs nationwide. CDC’s link appeared on several places throughout the site. They also printed information about the tool kit in their weekly newsletter, “Hotfacts,” which was distributed to all Y’s and highlighted the tool kit in their monthly sports e-newsletter.



“I mention the tool kit in every discussion I have with patients and coaches.”

USA Hockey

USA Hockey included an article on the tool kit in their newsletter, reaching nearly 60,000 coaches and provided a link to CDC’s “Heads Up: Concussion in Youth Sports” website on its site, reaching 500,000 members. Additional activities included incorporating the tool kit into USA Hockey’s Coaching Education Program that works with youth, high school, and college sports coaches.

National Football League and USA Football

CDC worked with the *National Football League* (NFL) to promote and disseminate the tool kit at the NFL Youth Sports Summit in July 2007. In addition, CDC conducted outreach to NFL teams’ youth coordinators to promote the tool kit to coaches and athletes in conjunction with the NFL’s Youth Celebration Month in August. All of the AFC and NFC teams were contacted to generate awareness and to provide information about the “Heads Up: Concussion in Youth Sports” tool kit. Several teams requested additional information and promotional materials to disseminate during their youth events. CDC’s relationship with the NFL led to an additional partnership with *USA Football*. This organization included the tool kit materials in the 2008 Coaching Schools conducted in partnership with each NFL team, and they also posted information and a link to the tool kit on their website. “Head’s Up: Concussion in Youth Sports” was also highlighted in *USA Football*’s monthly e-newsletter, reaching 5,500 people, including youth players, coaches, and parents. The tool kit was featured as its newsletter’s top “Health & Safety” story and included teasers for six full articles. In addition, *USA Football Magazine* featured a story on the partnership between CDC and *USA Football* and highlighted the “Head’s Up” initiative in the October 2007 issue. With a circulation of 30,000 people, the magazine targets youth, including players, parents, coaches, and game officials.



Amateur Athletic Union

The *Amateur Athletic Union* (AAU) highlighted the tool kit at its convention held in October, 2007. Five hundred tool kits and several hundred temporary tattoos were distributed at the AAU meeting and an additional 300 tool kits were distributed to local coaches. AAU also featured the “Heads Up” tool kit and a link to CDC’s “Heads Up: Concussion in Youth Sports” page on their website.

American Academy of Pediatrics

The *American Academy of Pediatrics* (AAP) promoted the tool kit in AAP News, reaching 62,000 members. Information about the “Heads Up” tool kit was distributed through the Council on Sports Medicine and Fitness’ listserv to nearly 400 doctors and pediatricians and information about the tool kit was featured in AAP’s fall newsletter. A link to the tool kit was also posted on AAP’s clinic website, TN AAP website, and the American Medical Society for Sports Medicine’s website.

Brain Injury Association of America

During the launch of the tool kit, the *Brain Injury Association of America* (BIAA) sent out a press release in their weekly announcement. CDC supported BIAA’s efforts to coordinate tool kits to all nationwide state affiliates. BIAA promoted the tool kit through its advisory meeting and conference and provided a link to the tool kit on their website. Their outreach activities led to additional promotional activities conducted by state affiliates. The Brain Injury Association of Massachusetts began working on a youth sports component for an existing high school sports program that will incorporate the “Heads Up: Concussion in Youth Sports” tool kit. Coaches, parents, sports league representatives, and other community leaders also receive tool kits at meetings held at the Berkshire Medical Center.

Children’s National Medical Center

The *Children’s National Medical Center* promoted the tool kit and handed it out to youth sports programs all over the Baltimore-Washington capital region. Tool kit materials were also provided to every recreational youth hockey organization in Howard County, Maryland. Additional educational sessions for parents and coaches were conducted after a high school student athlete sustained a concussion that was recognized by a parent who previously received the fact sheets in the tool kit. The Safe Concussion Outcome, Recovery & Education (SCORE) Program at the Children’s National Medical Center also continually incorporates the materials in their educational trainings and expressed interest in starting a separate campaign called “Carry the Clipboard,” that will use the resources offered in the “Heads Up: Concussion in Youth Sports” tool kit.

“Just wanted you to know that I received the tool kit and LOVE the materials! The clipboard and the magnet are my favorites. The fact sheets and materials are really well-done. We’ll get the press release up on our website and I will send a blast email to our membership.”



“I keep the tool kit in the bay window of my office to generate awareness in the community and everyday it draws attention to new people walking by.”

EVALUATION

Six months following the launch of the initiative, the Michigan State University’s Institute for the Study of Youth Sports, with help from the National Alliance for Youth Sports, conducted a study to assess the use, impact, and sustainability of the “Heads Up: Concussion in Youth Sports” initiative. The evaluation included an online pre/post survey of youth sports coaches who received and used the materials.

Findings demonstrated positive changes in coaches’ knowledge, attitude, and behavior towards concussion. After using the initiative’s materials:

- ▶ 77% of coaches reported being able to more easily identify athletes who may have a concussion;
- ▶ 63% of coaches reported viewing concussion more seriously; and
- ▶ 72% of coaches reported educating others about preventing and managing concussions, including athletes, parents, and other coaches.

Insight from the evaluation study will help to inform and lead the development of future CDC educational initiatives. Additional information and findings from this evaluation study will also be published by researchers at Michigan State University.

NEXT STEPS

The success of the “Heads Up: Concussion in Youth Sports” initiative has been evident. However, there is more work to be done. CDC plans to continue to expand the initiative through the use of new technology and media to reach out to youth sports coaches, parents, and athletes. Partnerships with leading sports, health, and national organizations have been an integral part of the initiative’s success. CDC will build upon existing collaborations and promote the growth of the initiative through new partnerships at the national, state, and local level.

CDC will continue to provide updates and post new information and resources on the “Heads Up: Concussion in Youth Sports” website (www.cdc.gov/ConcussionInYouthSports). Individuals and organizations are encouraged to promote and disseminate the initiative’s key messages and materials to help keep young athletes safe from concussion. If you would like more information or to become involved in the “Heads Up: Concussion in Youth Sports” initiative, please contact CDC via email at CDC-INFO@cdc.gov or by phone at 1-800-CDC-INFO.

“Heads Up: Concussion in Youth Sports” Materials and Resources

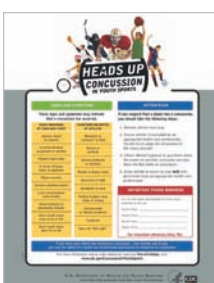
Educational Materials



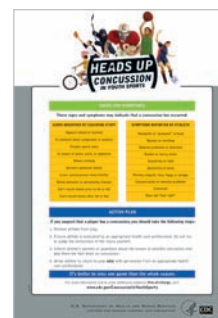
**Fact Sheet
for Coaches**



**Quiz for Coaches,
Parents, and Athletes**



Clipboard



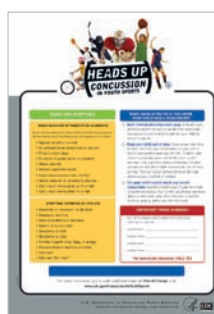
Poster



**Fact Sheet
for Parents**



**Fact Sheet
for Athletes**



Magnet

Electronic Resources and Promotional Materials



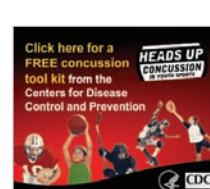
**Video for Athletes—
“Keeping Quiet Can Keep
You Out of the Game”**



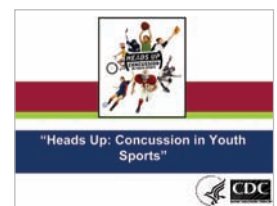
**Article for Athletes
—Tracy’s Story**



**E-Cards for Coaches,
Parents, and Athletes**



Web Banners



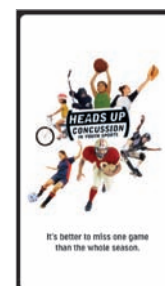
**PowerPoint Presentation
for Coaches**



**Podcast—Heads Up!
Play it Safe When it
Comes to Concussions**

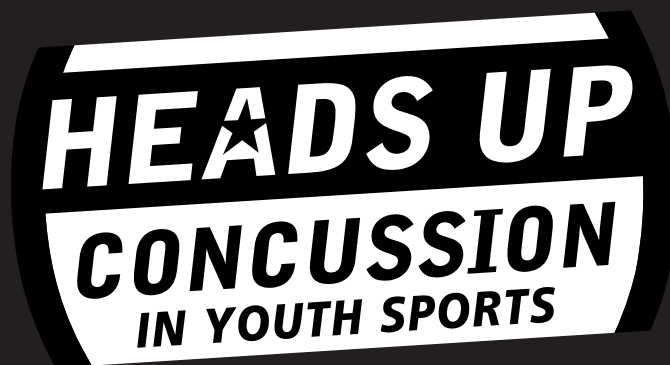


Flyer



Ordering Card





U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Injury Prevention and Control
Division of Injury Response

www.cdc.gov/ConcussionInYouthSports