

# Safe Kids USA's Sports Safety Initiative



# Bottom Line for Sports

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- 1 in 10 children who participate in sports each year receive medical treatment for sports injuries (that's 3.5 million children).
- Prevention can reduce this number, allowing children to remain active.



# Sports Mission

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- Become a trusted, go-to source for youth sports safety and wellness for parents, coaches and the young players themselves through Safe Kids' multi-faceted approach of education, programming, media communications and advocacy.



# Partners for Prevention

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- National Youth Sports Injury Meeting
  - University of Michigan Bone & Joint Injury Prevention & Rehabilitation Center
  - Santa Monica Orthopaedic and Sports Medicine Research Foundation
  - American Academy of Pediatrics (AAP)
  - Council on Sports Medicine & Fitness
  - American Orthopedic Society for Sports Medicine (AOSSM)
  - National Athletic Training Association (NATA)
  - Centers for Disease Control and Prevention (CDC)
  - Sponsored by DePuy Mitek, a J&J company



# Partners for Prevention

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- Objectives
  - Identify a common sense of purpose for the partnership.
  - Establish core principles to guide participation in youth sports injury prevention.
  - Determine a strategy to maximize the impact utilizing resources of all partners.



# Sports Focus

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- **Current areas of focus**
  - Annual pre-season medical screening (otherwise known as a Pre-Participation Exam—PPE)
  - Proper hydration before, during and after games and practices
  - Concussion prevention and screening
  - Sports injury prevention (acute and overuse injuries)





# Resources on the Intranet

fety - Windows Internet Explorer provided by Safe Kids Worldwide  
safekids.org/Programs/Pages/SportsandRecreationSafety.aspx

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## Sports and Recreation Safety

Here you will find basic information, resources and best practices on Safe Kids sports safety initiatives.

### Important Updates

#### Safe Kids Sports Safety Initiative

As part of our mission, youth sports safety has become a strategic focus of Safe Kids. The goal for this national initiative is to provide parents and coaches with the information and tools essential to keeping youth safe as they become more physically active or engaged in sports. As a Safe Kids coalition, and a valued safety expert in your community, you can help us play a role in bringing about a more healthy, safe and active child.

If you would like to learn more about how to implement sports safety activities in your community, below are resources to help you get started.

#### Sports Clinics

- Sports Safety Clinic Guide
- Sports Clinic 2010 RFP

#### Handouts/Educational Materials

- 2010 Sports and Recreational Fact Sheet
- Sports Safety Tip Sheet
- Hydration Tip Sheet
- Take Home Q & A Tip Sheet
- Pre-Participation Examination Form

#### Sports Specific Tip Sheets

- Coach, Parent and Athlete 1 Pagers

#### Pre and Post Clinic Surveys

- Coaches Pre-Clinic Survey
- Parents Pre-Clinic Survey
- Post-Clinic Survey for All

#### Coming Soon!

- Concussion Prevention Guide

#### Media Materials

- Press Release template
- Talking Points template
- Media Advisory template

#### Advocacy Materials

- Sports Safety Week Proclamation
- Concussion Prevention Advocacy Template
- Concussion Summary Memo

#### Safe Kids' Sports Partners for Prevention

#### Poll

#### Quick Links

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#### Find Resources

Select

#### Grants

**ALL SKBU grant applications/evaluations, senior checker and van reporting and applications must be submitted using [safekidsweb.org](http://safekidsweb.org).**

**All other grant evaluations, applications, reporting, etc., must be submitted using this site.**

[List of grants](#)

#### Extranotes

[Extranotes](#)

#### Editorial Calendar

[2010 Editorial Calendar - 2/2/2010](#)  
[Childproofing - Press Release Template - 2/2/2010](#) [View All](#)

#### Forum

- [Coming Soon](#) [View All](#)

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# Sports: 2010

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- **Pilot of sports safety clinics**
  - Twenty coalitions implementing sports injury prevention clinics (Harney & Seattle)
- **Media strategies**
  - J&J is running a traditional media campaign, along with a sports safety spot for Nickelodeon.
  - New safekids.org website
  - Care2Campaign
  - Social Media





# Sports: 2011

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- Currently working with J&J to develop a strategy and focus for 2011
- Will continue to focus of sports safety, including national media campaign and public policy efforts (concussion)
- Sports safety clinics for 2011 will be determined based on results of 2010 and strategy for 2011

