



December 2011

To all Youth Sports Safety Alliance members:

The National Council of Youth Sports (NCYS) is best-known for its advocacy in promoting healthy lifestyles and safe environments for children that advance stronger neighborhoods and communities.

This past year, the NCYS partnered with Chartis Insurance for the 'aHead of the Game' initiative to raise awareness on concussion safety while reducing the risks of concussions and other head injuries in youth sports.

Emergency room visits for concussions in kids ages 8-13 doubled from 1997 to 2007, and concussions skyrocketed 200 percent among kids age 14 to 19 over the same span, according to a recent study by The American Academy of Pediatrics.

A concussion is a type of traumatic brain injury that is caused by a bump, blow, or jolt to the head. Concussions can also occur from a blow to the body that causes the head to rapidly move back and forth. Even a minor bump or blow to the head can be serious if not properly treated, especially if a person suffers multiple concussions over a period of time.

Concussions can occur in any sport or recreational activity. If a concussion is not treated properly and the athlete returns to play too quickly, she or he is susceptible to second-impact syndrome, a condition in which a second head injury – even if less severe – can compound the first.

NCYS is an untiring leader for the protection of children and a significant authority on the health and well-being of youth. The NCYS is the largest known organization in America representing the amateur youth-serving industry. No other sport organization in America reaches more grassroots participants than the combined membership of the NCYS.

Through greater awareness and education, we want to help coaches, parents and young athletes learn signs and symptoms of concussions, seek proper treatment and follow appropriate return to play protocols to avoid the significant dangers of multiple concussions.

Free downloadable educational materials are available for community athletic teams, leagues, schools, recreational centers and amateur youth sports organizations. The 'aHead of the Game' initiative is one more step to keeping our kids safe while enhancing a positive youth sports experience in America for today and for generations to come.

Yours truly for the kids,

A handwritten signature in black ink that reads "Sally S. Johnson".

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## MISSION STATEMENT

The National Council of Youth Sports leads the amateur youth sports industry in promoting and enhancing the value of participation through advocacy and education.

*"NCYS is enhancing the youth sports experience in America!"*

## VISION

To be the unified voice for amateur youth sports.

