

BLOW THE WHISTLE ON CONCUSSIONS

COACH'S GUIDE

CONCUSSION, starring Will Smith, is based on the incredible true David vs. Goliath story of American immigrant Dr. Bennet Omalu, the brilliant forensic neuropathologist who made the first discovery of CTE, a football-related brain trauma, in a pro player and fought for the truth to be known. Dr. Omalu's emotional quest puts him at dangerous odds with one of the most powerful institutions in the world.

Young Minds Inspired, in coordination with leading concussion experts, has developed this student athlete outreach campaign to help change attitudes about concussion and share important concussion information from the Centers for Disease Control and Prevention (CDC) HEADS UP initiative.



RESHAPE THE CULTURE

Studies show that most student athletes understand the dangers and know the symptoms of concussion, but far too many fail to report a possible concussion, in large part because they are influenced by a sports culture that still encourages athletes to "tough it out" and "walk it off."

This campaign provides tools to help you reshape the sports culture around concussion at your school.

- Use the Concussion Quiz and Concussion Playbook handouts to correct player misconceptions about concussions and to generate team discussion about how to support teammates who experience symptoms of a possible concussion.
- Use the parent guide to remind parents that their attitudes and expectations are crucial to creating a team culture that encourages student athletes to report concussion symptoms and sit out until they have recovered.
- Ask all parents to download the CDC HEADS UP concussion safety app and other materials for detailed information and videos about youth sport concussions.
- Take the CDC HEADS UP online training for coaches and require all players to read the CDC concussion fact sheet for high school athletes.
- Download the CDC HEADS UP customizable materials to help create a concussion action plan at your school at cdc.gov/HEADSUP.

#ForThePlayers



Post a video of your touchdown dance.



Share on Instagram, Twitter, and Facebook. Use #ForThePlayers and @ConcussionMovie.



Challenge your friends to top your dance #ForThePlayers.

OR



Donate to MomsTEAM. MomsTeamInstitute.org

WITNESS THE POWER OF TRUTH

See **CONCUSSION** with Your Players
When it Opens in Theaters on December 25

