

# CONCUSSION



LegacyFoundation

Canada

## Partnership Proposal

Spring 2017



# Benefits

CLFC supports the many benefits of sports:

↑ Personal Development

↑ Health

↑ Teamwork

↑ Confidence

↑ Execution

↑ Relationships

↑ Fun



## Sports

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- ⬆ Background
- ⬆ Story
- ⬆ Partners
- ⬆ Programs
- ⬆ Influence
- ⬆ Ambassadors
- ⬆ Proposal

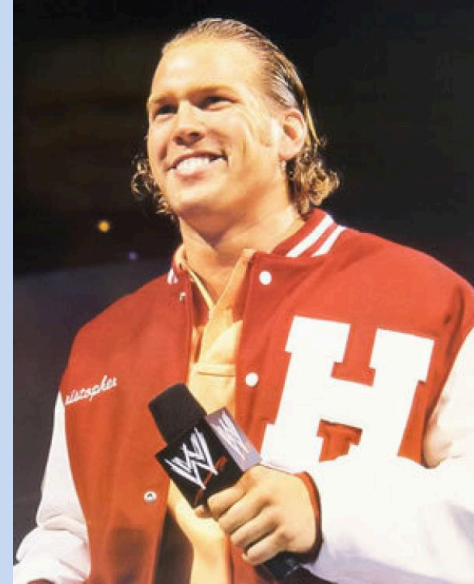
## Agenda



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*“With CTE, you have a picture of a damaged brain and the story of how it destroyed someone’s life” – Chris Nowinski*

Founded by former professional wrestler and collegiate football player Chris Nowinski after seeking help with post-concussion symptoms.

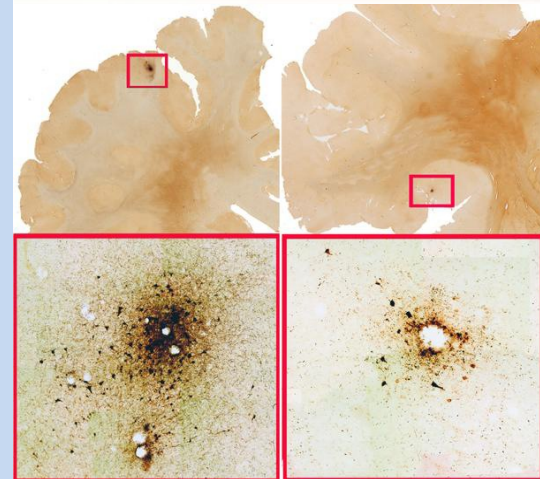


## Background

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# Epidemic

- 3.8 million concussions reported annually across North America
- No technology to diagnose concussions
- 90% of concussions undiagnosed and untreated
- Evidence of repetitive brain trauma related to long term health consequences.
  - Chronic Traumatic Encephalopathy (CTE)



Above: 18 year old athlete, signs of CTE

## Background



Sports Legacy Institute founded in 2007 near Boston, MA by Nowinski and Cantu

Partnered with Boston University School of Medicine to form the **Centre for the Study of Traumatic Encephalopathy**

Sports Legacy Institute rebranded to **Concussion Legacy Foundation**

Nowinski's former Harvard football teammate, **Tim Fleiszer**, founded **Concussion Legacy Foundation Canada** after playing 10 years of professional football

**Story**

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CLFC partnered with Western Schulich School  
of Medicine & Dentistry (2013)

Charitable status received from Revenue  
Canada (2014)

Partnership with Pacioretty Foundation via  
Dr. David Mulder (2016)



## Story

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# Advocacy Vision



## Enhanced Community Relationships

- Building and cultivating relationships nationally to affect change at the grassroots level
- Integrating a safer approach to sport at the grassroots level



## National Education and Awareness

- Empowering communities across Canada with accurate concussion prevention and recognition information
- Establishing a network of safety in Canadian communities



## Education in School Curriculum

- Developing a school curriculum for primary-aged children (grade 3+) to be adopted by schools nationally
- Pilot schools are at the ready




## Reinforcing Prevention

- Maintaining awareness on the issue to affect culture change
- Social media presence to iterate #TeamUP


Story


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# Social Impact Metrics

 Increased rate of reported concussions

 Decreased rate of Post-Concussion Syndrome (PCS)

 Decreased number of impacts athletes receive

 Increased sports safety for young Canadians



Story

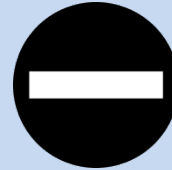
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# Social Impact Metrics



## Increasing Recognition

- Support awareness of concussion symptoms
- Teach symptomology recognition and intervention
- Increase recognition will result in increased reporting
- Reduce the number of impacts Canadian athletes receive



## Reducing PCS

- Increase reporting to health care professionals of suspected concussions
- Proper intervention and acute treatment to reduce post concussion syndrome
- Reduce likelihood of second impact syndrome (Rowan Stringer)

Story

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## SPORT INDUSTRY PARTNERS



XENITH



## ACADEMIC PARTNERS



UNIVERSITY OF  
TORONTO



University  
of Windsor



## NON-PROFIT PARTNERS



Brain Injury Association of Canada  
Association canadienne des lésés cérébraux



Max  
Pacioretty  
Foundation



London Health Sciences Foundation

## PROFESSIONAL PARTNERS



OSLER



# Partners

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# Pacioretty Foundation

- Established the foundation following an illegal hit in 2011 which resulted in a concussion – **Max Pacioretty** took a stand
- Raised funds to purchase high performance fMRI
- Spearheaded by Dr. Dave Mulder the research uses brain imaging to study the effects of traumatic brain injury
- Research is led by Dr. Alain Ptito and includes McGill - Western cooperation



## Partners

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# Western University

## *See the Line*

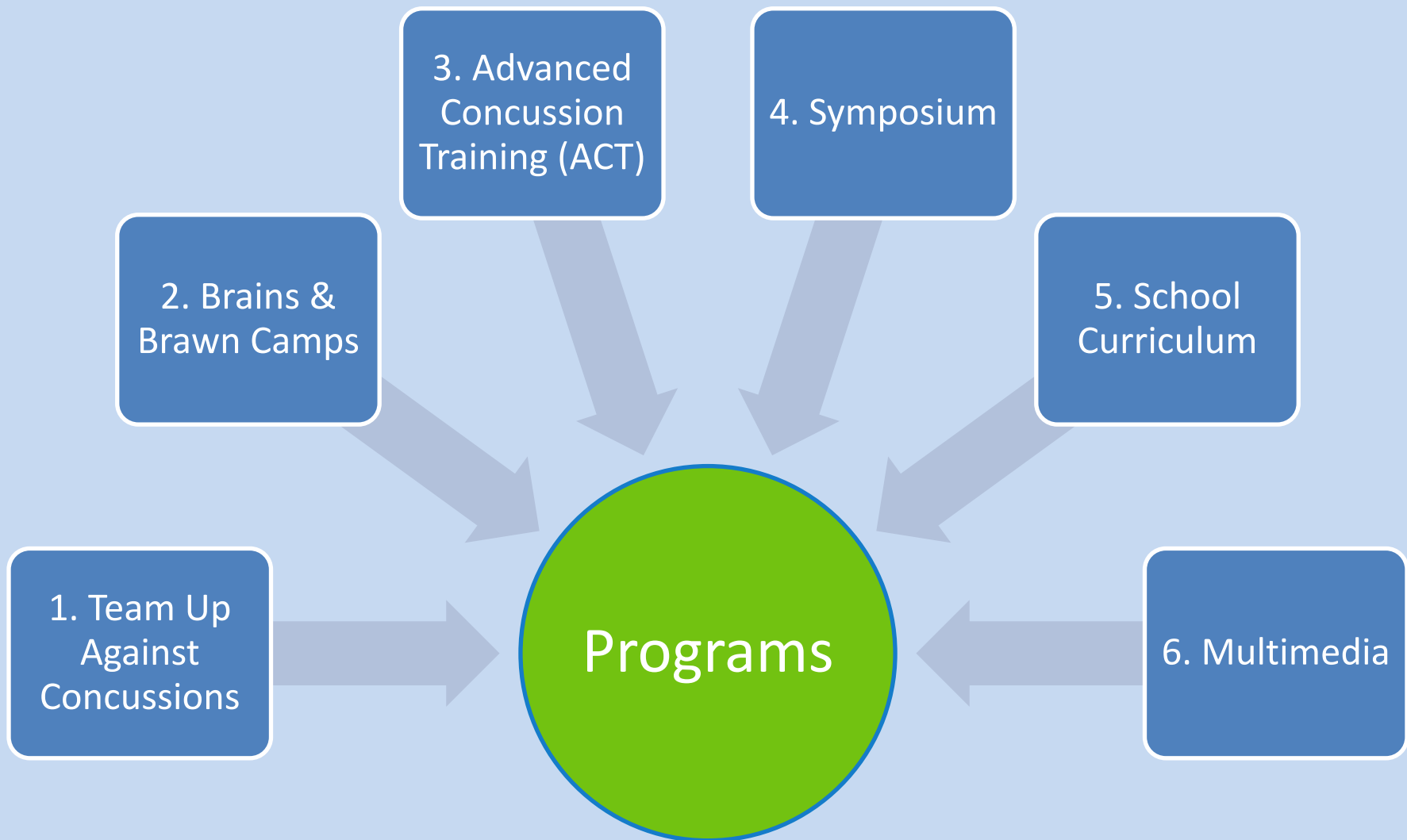
1. Continuing Medical Education & Community Symposium
  2. Gala Fundraising Event
  3. Ongoing partnership in research, treatment and education
- 📍 Shared, cross-border research with CLF US & Boston University
  - 📍 15+ endorsements and brain donations from notable athletes to help advance CTE research

## Partners

# SEE THE LINE

CONCUSSION RESEARCH AND AWARENESS





**Programs**

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# 1. Team Up Against Concussions

Banner initiative concussion education program for students grades 4-12 features Eric Lindros

Team Up Chapters operated at Canadian Universities:

- Wilfrid Laurier
- McGill University
- Western University
- University of Windsor

**93% of students agree that** “Because of the presentation, I’m more likely to tell a friend or coach if I think I have a concussion”

**89% of students agree that** “Because of the presentation, I’m more likely to tell a coach if I think one of my teammates has a concussion”

## Programs

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EDUCATION



LAURIER  
Inspiring Lives.



Western  
UNIVERSITY • CANADA



University  
of Windsor

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## 2. Brains & Brawn *Football*

CLFC's education program connecting professional football players with youth for a day of skill development and safety

Professional athletes highlight:

Positional skills, proper tackling technique, and preventative neck exercises to reduce risk of brain injury



2016 Attracted  
400+ athletes,  
7-15 year olds



# Programs

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## 2. Brains & Brawn *Hockey*

Coached by current and former Montreal Canadiens' players (Pacioretty, Mitchell and Darche are candidates)

Highlighting proper body-checking technique and preventative neck and core strengthening exercises designed to reduce risks



Targeting  
audience of 100+  
athletes, 7-15 year  
olds

Available in  
French and  
English



# Programs

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# 3. Advanced Concussion Training

Presented by Chris Nowinski, Dr. Robert Cantu, Tim Fleiszer, medical professionals and professional athletes who are trained in the curriculum

Provides information and inspiration to play safer sports through a multimedia presentation

Customized to different audiences (e.g. players, coaches, parents)



Tim Fleiszer keynote speaker at University of Saskatchewan Concussion Symposium

ACT presented to 150+ parents, coaches and healthcare professionals

*“Whether you are a parent, athlete, or athletic support, this is worthwhile, interesting and educational” – Tim Murphy, Harvard University Head Coach and 2011 New England Coach of the Year*

## Programs

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# 4. Educational Symposium

## See the Line Community Symposium

- Moderated by Ron MacLean, Chaired by Eric Lindros
- Continuing Medical Education and Community Symposium
- Speakers educate the community on current concussion research and provide insights into the impact of head injuries

**1,500+ people in attendance**

## 2017 Rowan's Legacy Project

- Gordon and Kathleen Stringer, parents of Rowan Stringer, CLFC and Lisa Macleod, Ontario MPP, to lead the project
- Ottawa initiative unifies local leaders to model best practices in preventing and managing brain trauma in the community
- Symposium will headline the launch project
- Federal and provincial legislation regarding concussion explored via Ms. MacLeod office, Western political science students and CLFC board & staff

**Programs**

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# 5. School Curriculum

Develop materials to be included in the curriculum of grade schools (grade 3+).

Test various materials and models to ensure the initiative is effective, scalable and viable

Implement the curriculum at a handful of progressive, friendly schools

Drive national adoption strategy



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# 6. Multimedia Outreach

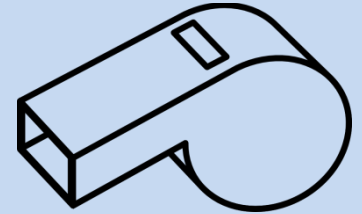
Provides Concussion Education through multimedia exposure

Targets young players ,coaches, parents and administrators

Focuses on symptom recognition, proper body contact techniques, prevention exercises

Extends example of Western / See the Line video, produced by *Brickhouse*, featuring CFL star Andy Fantuz (2014)

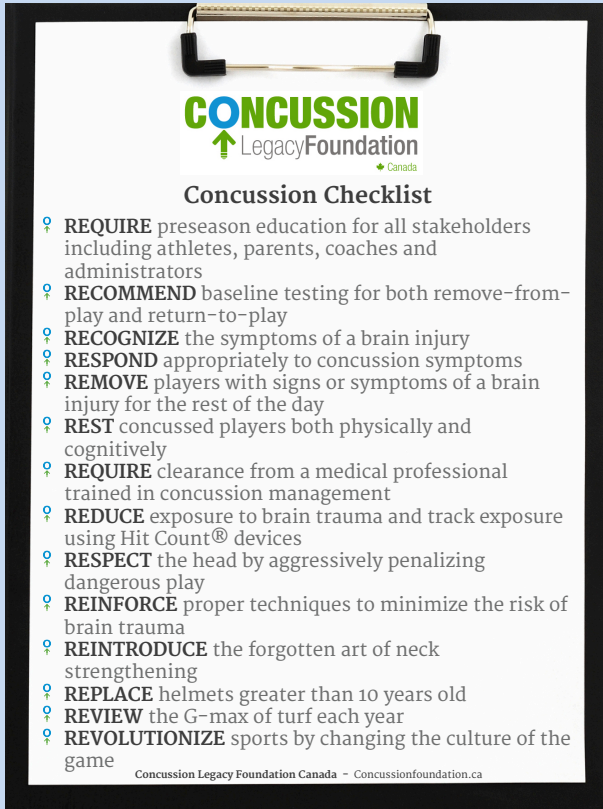
Team Up, Speak Up Day launched in September 2016 reached 150 organizations and 3 million athletes across North America



## Programs

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# Concussion Checklist

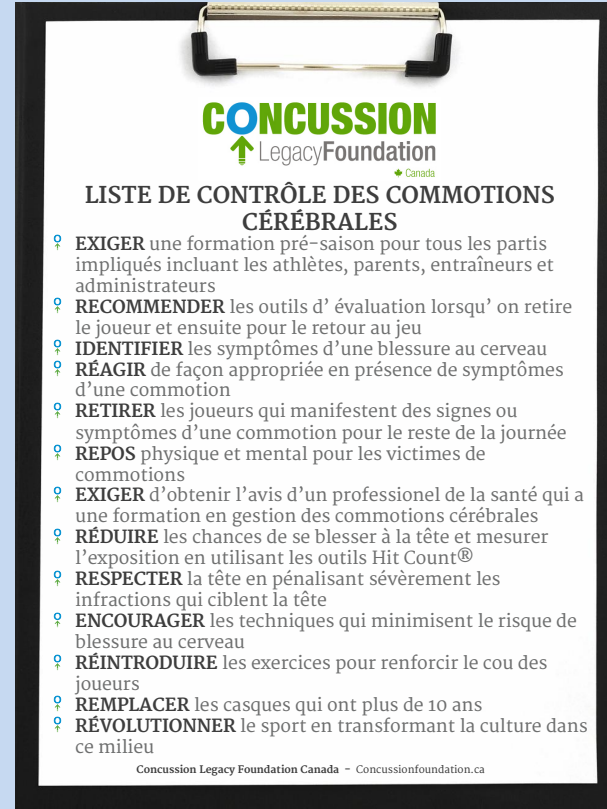


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**Concussion Checklist**

- ♀ **REQUIRE** preseason education for all stakeholders including athletes, parents, coaches and administrators
- ♀ **RECOMMEND** baseline testing for both remove-from-play and return-to-play
- ♀ **RECOGNIZE** the symptoms of a brain injury
- ♀ **RESPOND** appropriately to concussion symptoms
- ♀ **REMOVE** players with signs or symptoms of a brain injury for the rest of the day
- ♀ **REST** concussed players both physically and cognitively
- ♀ **REQUIRE** clearance from a medical professional trained in concussion management
- ♀ **REDUCE** exposure to brain trauma and track exposure using Hit Count® devices
- ♀ **RESPECT** the head by aggressively penalizing dangerous play
- ♀ **REINFORCE** proper techniques to minimize the risk of brain trauma
- ♀ **REINTRODUCE** the forgotten art of neck strengthening
- ♀ **REPLACE** helmets greater than 10 years old
- ♀ **REVIEW** the G-max of turf each year
- ♀ **REVOLUTIONIZE** sports by changing the culture of the game

Concussion Legacy Foundation Canada - Concussionfoundation.ca



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**LISTE DE CONTRÔLE DES COMMOTIONS CÉRÉBRALES**

- ♀ **EXIGER** une formation pré-saison pour tous les partis impliqués incluant les athlètes, parents, entraîneurs et administrateurs
- ♀ **RECOMMANDER** les outils d'évaluation lorsqu'on retire le joueur et ensuite pour le retour au jeu
- ♀ **IDENTIFIER** les symptômes d'une blessure au cerveau
- ♀ **RÉAGIR** de façon appropriée en présence de symptômes d'une commotion
- ♀ **RETIRER** les joueurs qui manifestent des signes ou symptômes d'une commotion pour le reste de la journée
- ♀ **REPOS** physique et mental pour les victimes de commotions
- ♀ **EXIGER** d'obtenir l'avis d'un professionnel de la santé qui a une formation en gestion des commotions cérébrales
- ♀ **RÉDUIRE** les chances de se blesser à la tête et mesurer l'exposition en utilisant les outils Hit Count®
- ♀ **RESPECTER** la tête en pénalisant sévèrement les infractions qui ciblent la tête
- ♀ **ENCOURAGER** les techniques qui minimisent le risque de blessure au cerveau
- ♀ **REINTRODUIRE** les exercices pour renforcer le cou des joueurs
- ♀ **REMPLACER** les casques qui ont plus de 10 ans
- ♀ **RÉVOLUTIONNER** le sport en transformant la culture dans ce milieu

Concussion Legacy Foundation Canada - Concussionfoundation.ca

## Influence

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# Media Exposure



The New York Times



Boston University Center for the Study of Traumatic Encephalopathy

le journal de  
montréal

TSN



The Boston Globe



ESPN



THE NEW YORKER

RDS

SN590  
THE FAN

## Influence

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**Eric Lindros**



**Jesse Fleming**



**Kara Lang**



**Hayley Wickenheiser**



**Andy Fantuz**



**Mathieu Darche**



**Keith Primeau**



**John Chick**

**Ambassadors**

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# Ask

- Support a Team Up Chapter at every USport university
- Support Brains & Brawn Camps operated by Varsity Athletes across spectrum of sports
- Docendo Discimus – “Learning by Teaching”: Educate an at-risk population and the next generation simultaneously
- Support #TeamUpSpeakUp in September
- Create funded, coordinator positions
- Identify student leaders – captains
- Supervised by existing sports therapists and HCPs



**USports Ask**

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