

Pacific District Player Safety Update

August 9, 2018

Jaime Campbell

Status Update

1. Concussion Protocol

a. *Changes to the Pacific District protocol for this season:*

- i. Several weeks ago I updated each affiliate's concussion release forms, and re-wrote all the affiliate concussion Website pages, as well as the District's, to reflect both:
 1. The new USAH Membership Registration Acknowledgement (again, a big win)
 2. The new Pacific District Concussion Statement of Protocol, which removes the signature requirement from our program.
- ii. The only necessary action for affiliates to take was to post the new material into the Concussion section of their affiliate Website.

b. *USA Hockey Player Safety update (Concussions):*

- i. The national office is hoping to institute a national, mandatory written release to return to participation for all USAH athletes who are diagnosed with a concussion. They hope to have it in place during the course of this new season. They are basing the criteria off the one we currently use, as they had input on it when we started to align with them 15 months ago. This is exciting news as it gets the national program one step closer to an actual protocol (like ours). They again acknowledged our program as the leader in this regard and one that can support other districts when this is rolled out in terms of education.
- ii. The national office is also working on a series of "general ed" concussion videos that would likely be rolled out with the above return to play form. Our planned video (Concussion Champions) has been slowed down until we see theirs as it will be something we need to support and promote. If their videos don't contain the criteria to meet our program outreach, we will go ahead and produce ours (more on this in the [Initiatives](#) section).

2. Player's Health (injury reporting app)

- a. I reported the results of the Player's Health app at the May meeting. I also reported out on it at the June Congress SPEC committee meeting:
 - i. The program has value – no question. Right now there is no progress (to my knowledge) in USAH implementing it as a national tool; although with the roll-out of a national concussion clearance form, there has to be some way to collect that data and submit those reports for USAH use – that is the reason they are doing it. The results can't just be collected at the club level. Right now Player's Health is the most affordable and flexible option they have for collecting data, so I assume it is at least being discussed. I will know more after a call with SPEC and Player Safety at the end of August.
 - ii. A reminder that Player's Health has offered very reduced pricing to any affiliate of the Pacific District who wishes to try their app at the team, club, or affiliate level. Any interested members should reach out to me to connect them with Player's Health.
 - iii. Player's Health also now has a SafeSport reporting mechanism, but I do not believe it will work in tandem with the vendor(s) the USOC, USCSS (Center for SafeSport) and USAH are focused on to move the new SafeSport legislation forward. So right now, that component has no value (and would only confuse the SafeSport reporting process. However, it is available as part of the basic app platform, so there is no additional cost to any organization to use this feature.
 - iv. One potentially significant value of Player's Health that is a real benefit is the liability policy savings an organization could realize by having the injury reporting program in place. There are many organizations taking advantage of this now, so its dollar value benefit is factual.

Status Update, continued

- b. **Defibrillators in every rink:** This remains a focus for USAH national office Player Safety and SPEC. However, all we can do is keep the information out there and top of mind for people, so they know the discounted product and service plans are available to them (since USAH is not purchasing or providing them).

Projects and Initiatives – 2018-2019 Season

*The projects and initiatives below are in **timeline format** of when they are expected to be released and go live.*

1. Player Safety Newsletter (Pacific District product)

- a. This will go out next week, concurrent with Back to School (and back to the rink) for many (and then every 4-6 weeks).
- b. Focus will be:
 - i. Reminder of the highlights of the Concussion protocol (what we sign and don't sign)
 - ii. "Coming Soon" announcement of the Concussion Champions program
 - iii. "Save the Date" for "Team Up Speak Up" (see below for more information)
 - iv. Defibrillator availability and stats on how important/useful they are

2. Team Up Speak Up (Partnership with national office)

- a. "Team Up Speak Up" is a national concussion awareness program that was designed by the Concussion Legacy Foundation (CLF). In 2016 the national office asked us to pilot it in California and we did; the message is good, the program is simple, but unfortunately the focus was fundraising for the Foundation (unknown to any of us) and it left a negative film on the success of the pilot. However, this year USAH is partnering solely with the CLF to develop their own hockey specific branding and release date, and USAH would like us to try again.
- b. Timing: It will likely be in Sept/Oct (could be as early as Sept 12).
- c. Progress: Because I did the pilot, the rollout and educational materials are already developed. It is an easy program to do, but people do need notice. I am pressing USAH for a date so we can back into the announcements and give people time to prepare at a really busy time of the year.
- d. Content: The content is really simple and really effective:
 - i. Basic message is that players listen to coaches.
 - ii. Coaches prepare a 1-minute "elevator speech" as to how dangerous concussions are and why an athlete must tell them if they think they might have a concussion.
 1. This may not sound valuable, but you would be surprised at how many coaches say it works – a coach will normally say "I didn't realize I had to actually say it" – yes, you do. You have to say it because a player will never want to tell a coach he is injured, especially an injury no one can see. That's why this works.
 2. The coaches normally do this at a practice during a huddle, or in the locker room or a team meeting.
 3. Team takes a photo with the "thumbs up" and submits it to a Website (I will collect all of ours), and USAH gets credit for the members who participate. (There is supposed to be some sort of little gift/prize for participating, but in 2016 we got hosed, which I have also shared with USAH).
- e. Overall, this should be one of the most effective things we do all year, and it's a "Flash event" – big splash, happens one time. Recurs annually.

3. Concussion Champions Program (Pacific District product)

- a. We are ready to roll this out and I could not be more excited. The timing will depend on USAH's Team Up Speak Up day; as soon as I hear from USAH, this will either go before or after it so we don't compete with it and flood the membership.
- b. As I've presented before, the value of this program is to show the real impact of concussions in our District members by having "ambassadors" that people know and recognize who agree to be the 'face behind the concussion'..... tell their story, let us publish their story as educational pieces, and be available if someone has a concussion and is struggling with support or understanding what to expect. There is very little time involved for these Champions, just the courage to tell their story and be reachable. However, like many ambassador programs, its value is primarily in the story itself, and the fact that the person is "just like you". They can be as active, or not, as they want to be.
- c. Products in the roll-out include:
 - i. Featured Player Safety newsletter: likely October (timing TBD, as outlined above)
 1. Who they are
 2. What the program is for (the Value Statement)
 3. How to participate
 - ii. Three new concussion stories will be part of the roll-out
 - iii. Resource page on the District Website
 - iv. Affiliate Webpage materials that announce the program and identify the Champions in each affiliate as they come on board.
 - v. The "How to be a Concussion Champion" PowerPoint is built, as well as the presentation for affiliate Board meetings.

4. Girls, Hockey and Concussions (Pacific District product)

- a. Substantively, this will be the big new awareness program we roll out this year in the District. It will be something that never goes away; it will be part of the ongoing concussion training materials database.
- b. Why: Ice hockey hovers near the #1 spot for concussions in women's sports.
 - i. There are very few concrete reasons why, and a lot of speculation why. Is it the game, the way they play it; is it physical make-up, body composition..... why is it so different?
 - ii. Female athletes experience concussions differently than males, have different symptoms, different recoveries and often longer recoveries.
 - iii. All of these things are really important to understand and explore as a female athlete if this is at or close to the #1 injury they could experience in ice hockey.
- c. Status:
 - i. Content: The 10 most compelling research studies have been identified and reviewed, and I've gleaned the highlights.
 - ii. UC Davis' NCAA neuro clinic has reviewed them for clinical accuracy, and helped put some things in layman's terms that parents and athletes could understand.
 - iii. In the process of developing the PowerPoint outline, tag line, and library materials (one sheets, articles, etc.)
 - iv. Review:
 1. Will send to Kristin Wright and Greg Johnson to review first
 2. Then will send to Doc Stuart for review and comment, but won't drastically change it (this is a District product), and it would need to be timely.
 - v. Timing: Hoping for a November rollout.
 - vi. Use: Would pick up most of the momentum during girls camps and events. Would rely on Steve, Greg and Kristin to help envision making the best use of the program.

5. Misc. USAH Player Safety Partnership Projects for this season

- a. I have a call with Doc Stuart and Kevin at the end of August to discuss the following their focus for the season, status of some things I've already mentioned (videos, return to participation form, Team Up Speak Up). In addition, we will discuss:
 - i. Any other Player Safety priorities they have that I have not covered in this report
 - ii. Any other products we might be able to pilot:
 1. There is a potential pilot on the table, an education platform for coaches that teaches injury recognition. I took it, it's actually awesome. If they want to move forward, I would present this to the Pacific District Board to consider if it's something they want to consider participating in.
- b. This has been identified as a top priority: Rolling out my position in other districts. They have asked me to help revise the position description and write an implementation plan for the Player Safety Coordinator role, so they can use it to gain interest in this position within the other Districts. (There is an existing position description and plan in Club Excellence but it is not reflective at all of how we actually developed this role). I will keep you posted on the results of this call and if there is any progress made in this area.