

SPORTS TRAUMA AND OVERUSE PREVENTION

Keeping kids in the game for life.



STOP
SPORTS
INJURIES



Developing friendships and having fun have always been at the core of youth sports. The American Orthopaedic Society for Sports Medicine (AOSSM) wants young athletes to continue to enjoy playing sports, and to recognize that "playing it safe" at an early age will ensure and encourage a love of sports throughout their lives.

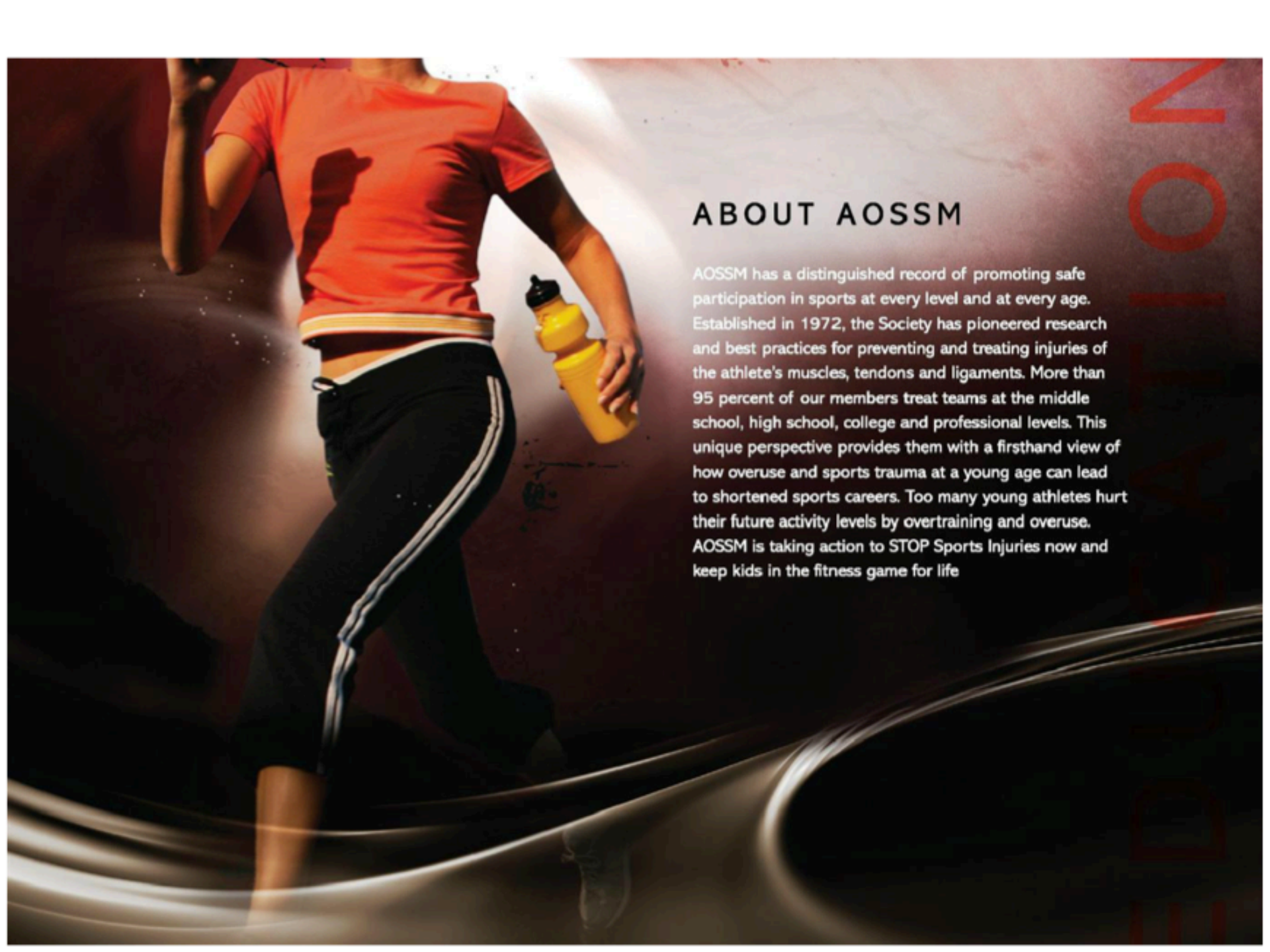
BACKGROUND

According to the Centers for Disease Control, participation in organized sports is on the rise—nearly 7.5 million high school kids play at least one team sport. This increased participation has led to a steady rise in injuries. The startling statistics are below:

- High school athletes account for an estimated 2 million injuries, 500,000 doctor visits and 30,000 hospitalizations each year¹
- More than 3.5 million kids under 14 receive medical treatment for sports injuries²
- Overuse injury is responsible for nearly half of all sports injuries to middle and high school students²

Early specialization, immature bones, insufficient rest after an injury and poor training or conditioning are contributing to this spike in injuries. Sixty-two percent of organized sports-related injuries occur during practices, yet one-third of parents do not take the same safety precautions during their child's practices as they would for a game²



A person in a red shirt and black track pants is running, holding a yellow water bottle. The background is dark with a large, faint 'NO' in the upper right corner. The overall theme is sports and injury prevention.

ABOUT AOSSM

AOSSM has a distinguished record of promoting safe participation in sports at every level and at every age. Established in 1972, the Society has pioneered research and best practices for preventing and treating injuries of the athlete's muscles, tendons and ligaments. More than 95 percent of our members treat teams at the middle school, high school, college and professional levels. This unique perspective provides them with a firsthand view of how overuse and sports trauma at a young age can lead to shortened sports careers. Too many young athletes hurt their future activity levels by overtraining and overuse. AOSSM is taking action to STOP Sports Injuries now and keep kids in the fitness game for life

AOSSM'S PUBLIC EDUCATION CAMPAIGN

Sports Trauma and Overuse Prevention (STOP Sports Injuries)

AOSSM has developed a comprehensive public outreach program focusing on the importance of sports safety—specifically as it relates to overuse and trauma injuries. The campaign will not only focus on injury reduction, but also highlight how playing safe and aware can increase a child's athletic career, improve teamwork, reduce obesity rates and create a life-long love of exercise and healthy activity.

Our message recognizes the overuse and trauma problem and emphasizes the expertise of AOSSM's orthopaedic sports medicine professionals and specialists as trusted authorities on sports safety. The educational initiative includes public service announcements, posters, DVDs, brochures/fact sheets, electronic newsletters and an interactive Web site and other social media.

The program will have a national impact through various media outlets and partnerships. However, it is the local grassroots outreach that will be essential to the success of the STOP Sports Injuries campaign.

The overall theme of the campaign is STOP Sports Injuries to keep kids in the game for life and focuses on sports that have the most overuse and trauma injuries, including:

- Baseball
- Competitive cheerleading
- Dancing
- Gymnastics
- Running
- Softball
- Swimming
- Tennis
- Soccer
- Football
- Volleyball
- Basketball





"If you don't do what's best for your body,
you're the one who comes up on the
short end." —Julius Erving

COUNCIL OF CHAMPIONS

The STOP Council of Champions is a select group of elite athletes and business leaders, who by virtue of their accomplishments, stature and commitment to youth sports safety are willing to assist with supporting and promoting the STOP Sports Injuries campaign. Council members are in a unique position to underscore for parents, coaches and, most important, young athletes, the message that sports safety is integral to success. Equally important, the Council of Champions has a special authority within the business and media communities to enlist support and promote sports safety throughout a child's life.





CONTACT US

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The American Orthopaedic
Society for Sports Medicine

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References:

¹ Powell, JW, KD Barber-Foss. 1999. Injury patterns in selected high school sports: a review of the 1995-1997 seasons. *J Athl Train* 34:277-84.

² Safe Kids USA Campaign Web site, 2009