

Pro Safe Sport

Practice examples

This factsheet is intended to gather information on a practice example which promotes a healthy and safe sport environment.

Basic data	
Title	STOP Sports Injuries
Organisation	STOP Sports Injuries
Link	http://www.stopsportsinjuries.org/
Country	USA
What kind of initiative? (E.g. policy, campaign, education...)	Campaign
PSS intervention area	Physical well-being Psychological well-being Social well-being Fair play Governance/ policy

Qualitative facts	
Description	<p>The development of STOP (Sports Trauma and Overuse Prevention) Sports Injuries was initiated by the American Orthopaedic Society for Sports Medicine (AOSSM) in early 2007, as the issue of overuse injuries in young athletes was becoming a critical issue.</p> <p>The comprehensive public outreach program focuses on the importance of sports safety-specifically relating to overuse and trauma injuries. The initiative not only raises awareness and provides education on injury reduction, but also highlights how playing safe and smart can enhance and extend a child's athletic career, improve teamwork, reduce obesity rates and create a lifelong love of exercise and healthy activity. Our message underscores the problems of overuse and trauma and emphasizes the expertise of our coalition of experts.</p>

	<p>The STOP Sports Injuries educational initiative includes public service announcements, posters, DVDs, brochures/fact sheets, electronic newsletter and an interactive Web site and other online outreach. The programme will achieve a nationwide impact through a variety of media outlets, corporate and individual partnerships. However, local, grassroots outreach is the key to the campaign's success.</p>
Activities	<ul style="list-style-type: none"> • Provide an online platform/ resource center on sport injuries prevention • Newsletter • Continuous publications • Awareness raising events
Thematic priorities	<ul style="list-style-type: none"> • Prevention of sport injuries
Target group	<ul style="list-style-type: none"> • Athletes • Coaches • Healthcare providers • Parent
Results/ products	<ul style="list-style-type: none"> • Online resource center on sport injuries • Community outreach toolkit • Coaches curriculum toolkit • Audio-visual contents such as videos, podcasts, public service announcement • Fact sheets on injury prevention of various sport disciplines • Tips on injury prevention
Success factors	n.a.

Quantitative facts

Budget	n.a.
Number of people working for this initiative	n.a.
Number of people reached	n.a.
Timeframe (start/ end)	2007/ ongoing

Observations

- Campaign
- Online shop selling STOP campaign material
- For various sport disciplines factsheets are available with descriptions of possible risks/ injuries and tips to prevent them from occurring.
- There are also factsheets on important themes such as nutrition, heat illness, concussion,

overuse, knee injury prevention etc.

- Organisations can apply for membership to STOP.