The InsideOut Initiative continues to develop and implement effective strategies and publish their evidenced-based findings as they help reclaim the educational and social-emotional value of youth and high school sports. Despite the lingering effects of the pandemic, the three-year longitudinal study progresses in Arizona, Missouri, Virginia, and Washington.

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>March 2016 - August 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15</strong> Engaged States</td>
</tr>
<tr>
<td><strong>20</strong> NFL Teams Partners</td>
</tr>
<tr>
<td><strong>4,338</strong> Participating Schools</td>
</tr>
<tr>
<td><strong>3,296</strong> Trained ADs</td>
</tr>
<tr>
<td><strong>20</strong> NFL Team Partners</td>
</tr>
<tr>
<td><strong>130,140</strong> Impacted Coaches</td>
</tr>
<tr>
<td><strong>4,554,900</strong> Student-athletes</td>
</tr>
<tr>
<td><strong>118,186</strong> Youth coaches have been exposed to First Module since Feb. of 2020</td>
</tr>
</tbody>
</table>

**LONGITUDINAL STUDY UNDER WAY**

Four NFL teams and state athletic and educational associations are taking part:

- **Seattle Seahawks** and the Washington Interscholastic Athletic Association
- **Kansas City Chiefs** and Missouri State High School Activities Association
- **Arizona Cardinals** and Arizona Interscholastic Athletic Association
- **Washington Football Team** and the Virginia High School League

**ACADEMIC PUBLICATIONS**

We are proud to have been accepted for publication in two academic journals.

- **Transformational coaching and leadership: Athletic administrators’ novel application of social and emotional competencies in high school sport**
  - This manuscript describes athletic administrators’ perspectives on transformational coaching and leadership that promotes social and emotional competency development among high school student-athletes.
  - Published in the Journal of Research in Innovative Teaching and Learning.

- **Reclaiming the Educational Purpose of Sport: The InsideOut Initiative in the Journal for the Study of Sports and Athletics in Education**
  - This manuscript describes the process by which ISO creates change among adult and student participants.
  - Published in the Journal for the Study of Sports and Athletics in Education.

- **Healthy Masculinity Football Coaches Evaluation**
  - ISOI is currently conducting a national survey to better understand how the concepts of masculinity, empathy, and aggression impact the coach-student-athlete relationship. The results of this survey will be published that detail critically important characteristics of high school coaches and the impact IOSI training has on changing attitudes and beliefs around these concepts. The survey was distributed on September 2.

**USA FOOTBALL TRAININGS**

ISOI has developed four coaching modules for USA Football coaches:

1. **The Why, Why, and How of Transformational Coaching**
2. **Creating A Culture of Belonging**
3. **Coaching Healthy Masculinity and Femininity**
4. **Building Parents as Partners**

Preliminary data collection has revealed positive changes in coach’s attitudes about punishment, modeling aggression, and the importance of winning above the human development of youth athletes.

The evaluation has also shown an overwhelming reduction in the percentage of coaches who viewed violence on the field, dominance over others, intimidation, and breath-holding as positive characteristics of their student-athletes. And a significant increase in the percentage of coaches who viewed emotional sensitivity as an important skill to develop in their student-athletes.

**HEALTHY MASCULINITY FOOTBALL COACHES EVALUATION**

ISOI has developed four coaching modules for USA Football coaches:

- **The Why, Why, and How of Transformational Coaching**
- **Creating A Culture of Belonging**
- **Coaching Healthy Masculinity and Femininity**
- **Building Parents as Partners**

Preliminary data collection has revealed positive changes in coach’s attitudes about punishment, modeling aggression, and the importance of winning above the human development of youth athletes.

The evaluation has also shown an overwhelming reduction in the percentage of coaches who viewed violence on the field, dominance over others, intimidation, and breath-holding as positive characteristics of their student-athletes. And a significant increase in the percentage of coaches who viewed emotional sensitivity as an important skill to develop in their student-athletes.

**ACADEMIC PUBLICATIONS**

- **Transformational coaching and leadership: Athletic administrators’ novel application of social and emotional competencies in high school sport**
  - Published in the Journal of Research in Innovative Teaching and Learning.

- **Reclaiming the Educational Purpose of Sport: The InsideOut Initiative in the Journal for the Study of Sports and Athletics in Education**
  - This manuscript describes the process by which ISO creates change among adult and student participants.

**USA FOOTBALL TRAININGS**

ISOI has developed four coaching modules for USA Football coaches:

1. **The Why, Why, and How of Transformational Coaching**
2. **Creating A Culture of Belonging**
3. **Coaching Healthy Masculinity and Femininity**
4. **Building Parents as Partners**

Preliminary data collection has revealed positive changes in coach’s attitudes about punishment, modeling aggression, and the importance of winning above the human development of youth athletes.

The evaluation has also shown an overwhelming reduction in the percentage of coaches who viewed violence on the field, dominance over others, intimidation, and breath-holding as positive characteristics of their student-athletes. And a significant increase in the percentage of coaches who viewed emotional sensitivity as an important skill to develop in their student-athletes.

**HEALTHY MASCULINITY FOOTBALL COACHES EVALUATION**

ISOI has developed four coaching modules for USA Football coaches:

- **The Why, Why, and How of Transformational Coaching**
- **Creating A Culture of Belonging**
- **Coaching Healthy Masculinity and Femininity**
- **Building Parents as Partners**

Preliminary data collection has revealed positive changes in coach’s attitudes about punishment, modeling aggression, and the importance of winning above the human development of youth athletes.

The evaluation has also shown an overwhelming reduction in the percentage of coaches who viewed violence on the field, dominance over others, intimidation, and breath-holding as positive characteristics of their student-athletes. And a significant increase in the percentage of coaches who viewed emotional sensitivity as an important skill to develop in their student-athletes.