

INSPIRING, CATALYZING AND EQUIPPING SCHOOL COMMUNITIES TO TRANSFORM LIVES THROUGH PURPOSE-BASED SPORTS

The InSideOut Initiative is an evidence-based, systems-level approach that aligns school communities around the value of purpose-based sports; connecting student-athletes to transformational coaches, in a culture of belonging, for their social-emotional, character development.

Now in its 6th year, 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.



2021

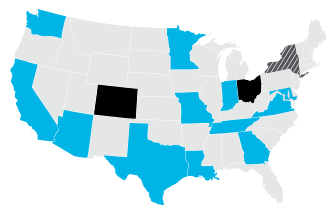
ANNUAL REPORT

As the pandemic continued through 2021, the InSideOut Initiative provided professional development to thousands of educational leaders, athletic administrators, and coaches through multimedia outreach that included Zoom trainings, course development, website posts, email outreach and social media strategies.



BY THE NUMBERS

MARCH 2016 -
FEBRUARY 2022



17*

Engaged States



20*

NFL Team Partners



4,652

Participating Schools



3,737

Trained ADs



139,560

Impacted Coaches



4,554,900

Student-athletes



118,186

Youth coaches have
completed Module One
since Feb. of 2020

SERVING SCHOOL COMMUNITIES IN 2021-2022

From April 1, 2021 to March 31, 2022, the InSideOut Team provided professional development opportunities for educational leaders, athletic administrators and coaches across 11 NFL Markets in 9 states. The initiative continues to utilize Zoom as an outreach method and has also connected through in-person trainings, when possible based on Covid-19 restrictions.

11
NFL MARKETS



9
STATES

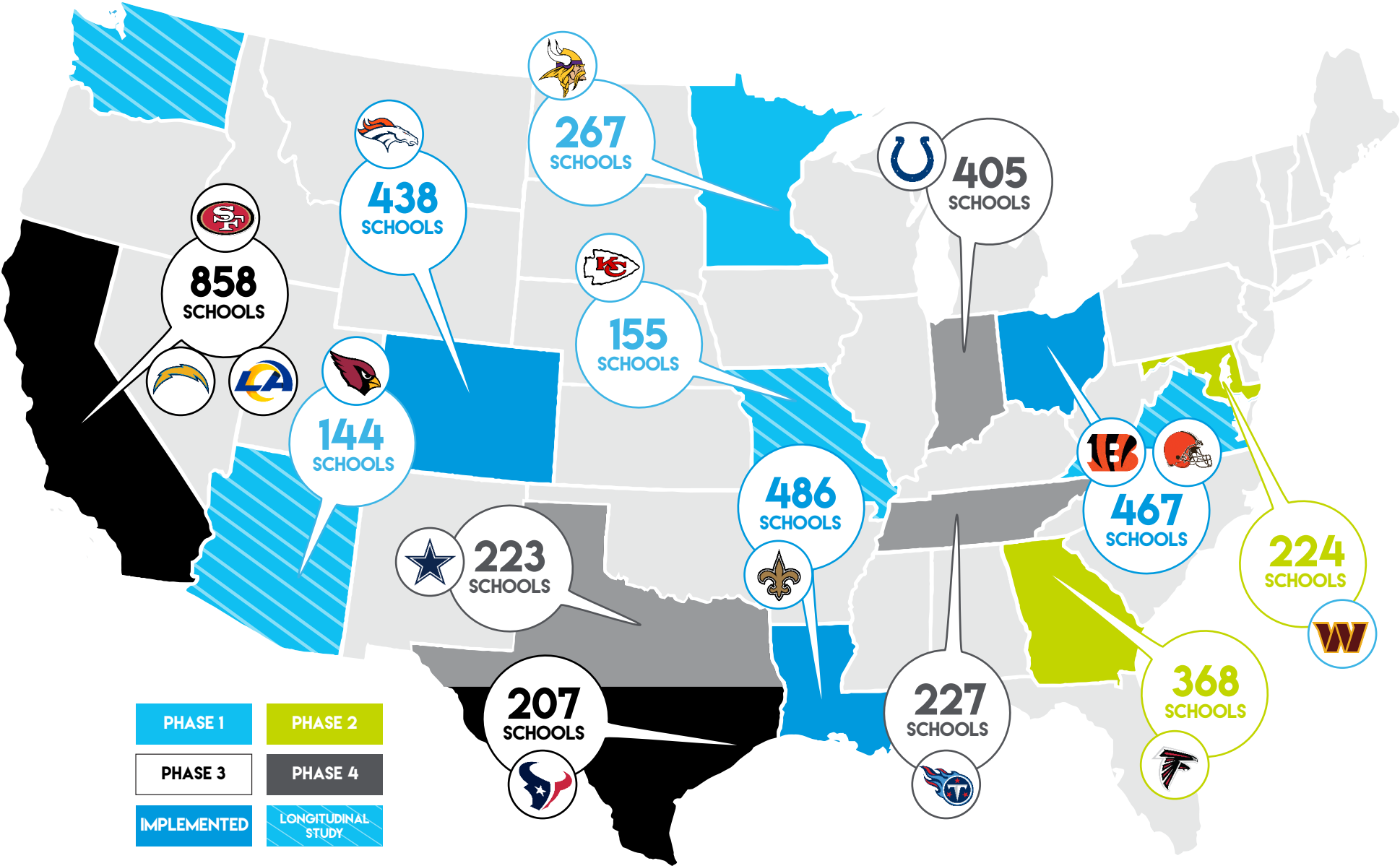


51
TRAININGS



3,470
ATTENDEES

UPDATE ON MARKETS/PHASES



UPDATE ON MARKETS/PHASES

Data includes Trainings through February 2022

PHASE 1



JAN 2022
49ERS

- Partners: 49ers, CIF, CSADA
- Expedition: 3



JAN 2022
RAMS

- Partners: RAMS, CIF, CSADA
- Expedition: 3



JAN 2022
CHARGERS

- Partners: Chargers, CIF, CSADA
- Expedition: 3



SUMMER 2022
TITANS

- Partners: Titans, TSSAA, TSBA, TOSS, TIAAA, TACA



SEPT 2021
SEAHAWKS

- Partners: Seahawks, WASA, WSSDA, AWSP, WSSAAA, WIAAA, Football Coaches Association

PHASE 2



NOV 2020
CHIEFS

- Partners: Chiefs, Missouri State High School Activities Association
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5



OCT 2019
VIKINGS

- Partners: Vikings, MSHSL, MNIAAA, MSBA, MASA, MASSP, MHSCA
- Phase 1 Trainings: 4
- Phase 2 Trainings: 3
- Leadership Conferences: 1



OCT 2020
CARDINALS

- Partners: Cardinals, Arizona Interscholastic Association (AIA)
- Phase 1 Trainings: 4
- Phase 2 Trainings: 4
- Book Study: 1



JUN 2019
WASHINGTON

- Partners: Washington Commanders, VHSAA, VIAAA, MDHSA, DISCOLAA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 3
- Leadership Conferences: 1
- Book Study: 1



SEP 2018
FALCONS

- Partners: Falcons, Atlanta City Schools, GSSA, GSBA, GAEL, GHSA, GADA
- Phase 1 Trainings: 3



JAN 2018
TEXANS

- Partners: Texans, THSCA, UIL, GHFCA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 3
- Leadership Conferences: 1



AUG 2018
TITANS

- Partners: Titans, TSSAA, TSBA, TOSS, TIAAA, TACA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 7
- Leadership Conferences: 4



FEB 2018
49ERS

- Partners: 49ers, CIF, CSADA
- Phase 1 Trainings: 5
- Phase 2 Trainings: 8
- Leadership Conferences: 3



SEP 2017
RAMS

- Partners: RAMS, CIF, CSADA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Leadership Conferences: 3



SEP 2017
CHARGERS

- Partners: Chargers, CIF, CSADA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Leadership Conferences: 3

PHASE 4*



FEB 2018
COLTS

- Partners: Colts, IHSAA Foundation, INIAAA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 2
- Leadership Conferences: 5
- Coaches Trainings: 2



FEB 2018
COWBOYS

- Partners: Cowboys, UIL, THSCA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 4
- Phase 3 Trainings: 2
- Leadership Conferences: 3
- Coaches Trainings: 2

IMPLEMENTED



AUG 2015
BRONCOS

- Partners: Broncos, CHSAA, CHSCA, CSBA
- Phase 1 Trainings: 3
- Phase 2 Trainings: 2
- Phase 3 Trainings: 1
- Coaches Trainings: 1



OCT 2016
BROWNS

- Partners: Browns, OHSAA, OIAAA, OSBA, OSSP, OESP
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 3
- Leadership Conferences: 4



SEP 2017
SAINTS

- Partners: Saints, LHSAA, LHSADA
- Phase 1 Trainings: 2
- Leadership Conferences: 3
- Coaches Trainings: 1



OCT 2016
BENGALS

- Partners: Bengals, OHSAA, OIAAA, OSBA, OSSP, OESP
- Phase 1 Trainings: 3
- Phase 2 Trainings: 5
- Phase 3 Trainings: 3
- Leadership Conferences: 4

* Provides ongoing support through the online InSideOut Community

SUPPORTING AND SUSTAINING GROWTH THROUGH THE INSIDEOUT COMMUNITY

The Initiative continues to support athletic administrators and coaches through the InSideOut Community, an online Community of Practice (CoP). The InSideOut Community provides professional growth experiences, strategies, resources and a learning pathway that equips participants to provide a culture that supports transformational student experiences.

The platform provides a flexible, personalized and blended implementation pathway that encourages collaboration, discussion, guidance and provides productive feedback on the implementation of new practices.

The InSideOut Initiative team is proud to offer this modern learning platform and continues to provide innovative and supportive professional development experiences for athletic administrators and coaches.

3,761
ACTIVE MEMBERS



PURPOSE-BASED YOUTH FOOTBALL

USA Football has adopted InSideOut Coaching, an evidence-based approach to leading and coaching youth football.

Purpose-Based Youth Football is Connecting student-athletes to Transformational Coaches, in a Culture of Belonging, for their Social-Emotional, Character Development.

These trainings align youth football communities around the value of purpose-based sports, provides training and support for league administrators, coaches, and parents and elevates the social-emotional and character development of student-athletes through their youth football experience.

CONNECTING STUDENT-ATHLETES TO TRANSFORMATIONAL COACHES

TRAINING 1 is built on a simple premise, ‘to be a better coach, you must be a better YOU’. This training includes reflective, interior work to answer four critical questions:

- Why Do I Coach?
- Why Do I Coach the Way I Do?
- What Does It Feel Like to Be Coached by Me?
- How Do I Define Coach?

CREATING A CULTURE OF BELONGING

TRAINING 2 centers on the moral character skills of empathy and integrity. Coaches learn how to develop a culture based on the InSideOut Transformational Purpose Statement,

“I coach with empathy and integrity to create secure relationships where every student-athlete is seen, safe and supported.”

Coaches learn strategies on how to create a culture of belonging, centered on secure relationship development where every student-athlete is seen, safe and supported.

SOCIAL-EMOTIONAL, CHARACTER DEVELOPMENT

TRAINING 3 develops the social-emotional character of coaches through the five competencies of self-awareness, self-management, relational development, social awareness and moral decision making.

PARENTS AS PARTNERS

TRAINING 4 equips coaches with strategies that result in positive relationships with parents and transformational youth football experience for their children. It provides coaches with resources that communicate the common language of purpose, goals, moral values and a definition of success.

THE INSIDEOUT SYSTEM: ALIGNING THE YOUTH SPORTS CULTURE

TRAINING 5 provides League Administrators with a four-step strategic planning process that increases the pro-social benefits of youth football and centers on Awareness, Alignment, Action, and Accountability.



ONGOING DATA COLLECTION

Beginning in March of 2022, an expected 100,000 plus youth football coaches will complete *InSideOut Coaching Modules 1 and 2*.

These coaches will take part in an ongoing evaluation that will set a national standard for critical coaching concepts that are addressed in this learning experience.

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 their student-athletes.

Previous data has shown an overwhelming reduction in the percentage of coaches who viewed violence on the field, dominance over others, intimidation, and forcefulness as positive characteristics of their student-athletes.

LONGITUDINAL STUDY UNDERWAY

The longitudinal study being conducted in Arizona, Missouri, and Virginia is providing important information across social-emotional character development in three areas:

- 1 What is the impact on adults?** By analyzing athletic administrator and coach survey responses over the course of their participation, we can better understand what learning and skill growth can be attributed to participation in InSideOut.
- 2 What is the impact on students?** Similarly, student-athlete survey responses will be analyzed before, after, and at a later timepoint to better understand what learning and skill growth can be contributed to a coach's implementation of InSideOut coaching and the sustainability of that impact over time.
- 3 What adaptations might be useful?** Interviews and additional survey data will provide the InSideOut team and NFL Foundation with a better understanding of how to adapt and improve upon the existing InSideOut protocols.

To date, we have complete data for 545 surveys collected in the Kansas City, Washington, and Arizona markets. As InSideOut begins by focusing heavily on athletic administrator training, many of these completed surveys come from this group. Coach and student-athlete data will be the focus of upcoming data collection events moving forward.

We will continue to seek opportunities to publish manuscripts that reflect the novel application of InSideOut in schools in scientific journals as we continue forward with the study.

Arizona Cardinals
and Arizona Interscholastic
Athletic Association



Kansas City Chiefs
and Missouri State High
School Activities Association



Washington Redskins
and the Washington Commanders

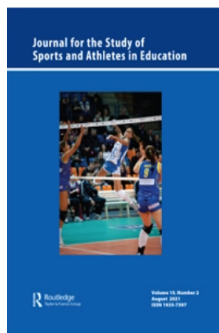


WHY ARE SCIENTIFIC PUBLICATIONS IMPORTANT TO THE NFL FOUNDATION AND INSIDEOUT?

Scientific publications communicate InSideOut and the NFL Foundation's commitment to optimizing positive youth development through well-researched means. These manuscripts published in peer-reviewed scientific journals build a base of evidence to support InSideOut, providing educators, researchers, funding agencies, and the greater public with a record of:

1. The problem for which InSideOut is the solution
2. How InSideOut was developed with this solution in mind
3. The rigorous ways that InSideOut was analyzed
4. The data that validates InSideOut as the solution

As of March 2022, two InSideOut-related manuscripts have been published in scientific publications:



Reclaiming the Educational Purpose of Sport: The InSideOut Initiative Logic Model. *Journal for the Study of Sports and Athletes in Education*, 2021.

- This manuscript describes the genesis of InSideOut, the underlying science, and intervention protocols associated with implementation in high schools.



Transformational coaching and leadership: Athletic administrators' novel application of social and emotional competencies in high school sports. in the *Journal of Research in Innovative Teaching and Learning*, 2021.

- This manuscript presents interview data from high school athletic administrators who describe the impact of leading and coaching with social, emotional, and character competency development on their high school student-athletes.

HIGH SCHOOL 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 ISOI training has on changing attitudes and beliefs around these concepts. The survey was distributed on September 2, 2021.

TENNESSEE MIDDLE SCHOOLS ISOI

- The TN Middle School pilot will allow ISOI to develop and test systems-level change in middle schools across the state of Tennessee.
- ISOI has developed a pathway of learning for Middle School Educational and Athletic Leaders to align school culture with Purpose-Based Sports. ISOI will train coaches through eLearning to reach a maximum number of coaches.