

INSIDEOUT INITIATIVE

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 7th 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.



INSIDEOUT
INITIATIVE

NATIONAL INITIATIVE TO
SPORTS CULTURE

EDMAN, MATT PERCIVAL, RUSS REETZ, BARNEY EHRMAN



2022
ANNUAL
REPORT

UPDATE ON MARKETS

Data includes Trainings through September 2022

CURRENT MARKETS

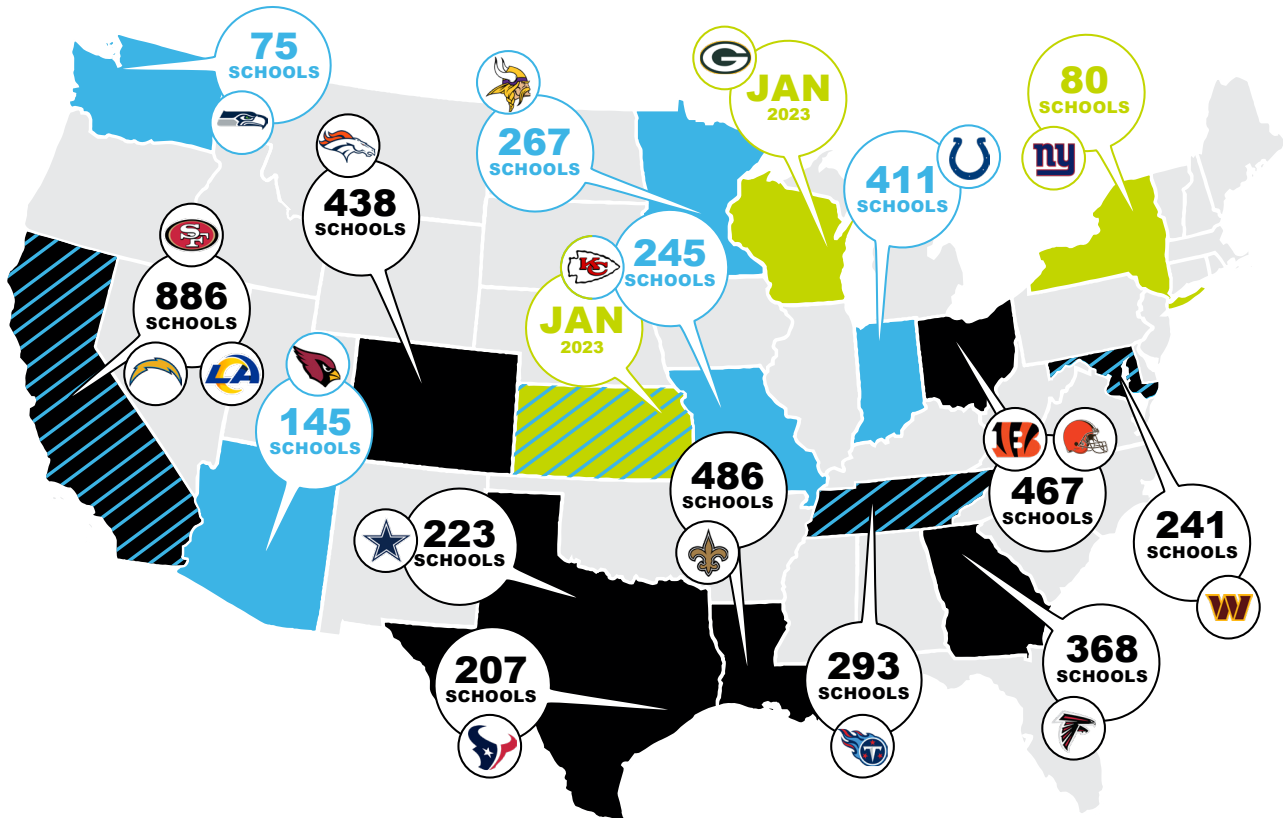
 COHORT 2 49ERS	 COHORT 2 RAMS
 COHORT 2 CHARGERS	 MIDDLE SCHOOL TITANS
 NEW ADS & VETERAN ADS SEAHAWKS	 CHIEFS/MISSOURI
 CARDINALS	 COHORT 2 COMMANDERS
 COLTS	 VIKINGS

IMPLEMENTED MARKETS

 BRONCOS	 COWBOYS
 BENGALS	 BROWNS
 SAINTS	 FALCONS
 COHORT 1 RAMS	 COHORT 1 CHARGERS
 COHORT 1 49ERS	 COHORT 1 COMMANDERS
	 HIGH SCHOOL TITANS

UPCOMING MARKETS

 GIANTS	 PACKERS	 MIDDLE & HIGH SCHOOL CHIEFS/KANSAS
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DIVERSITY, EQUITY & INCLUSION



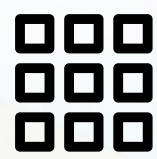
The InSideOut Initiative launched a three-year partnership with the NFL, NY Giants, and Section I of the New York State Public High School Athletic Association (NYSPPHSAA). Eli Manning, two-time Super Bowl MVP and Giants Legend, helped kick off the Initiative at MetLife Stadium. The InSideOut Initiative brings its evidence-based, systems-level approach with an emphasis on Diversity, Equity and Inclusion. “The New York Giants are thrilled to partner with the NFL Foundation to bring the InSideOut Initiative to Section One schools in New York State,” said Ethan Medley, Giants Director of Community Relations and Youth Football. “We have enjoyed working very closely with Section One over the past year during the launch of the girl’s high school flag football pilot program, which was a huge success, and are excited to continue to bring our most impactful resources and partners to the table in the years ahead. The InSideOut Initiative is a powerful journey that reinforces why athletics are an important part of our academic institutions when they are coached and led effectively. Joe Ehrmann and Jody Redman are dynamic teachers and leaders, and we are looking forward to being involved in this initiative every step of the way.”

All seventy-seven high schools who are members of Section One Athletics in New York will take part in the in-depth training and development of purpose-based sports. “This initiative will support our athletic administrators, coaches and student-athletes in a collective effort to develop a welcoming and affirming environment through education-based athletics,” said Todd Santabarbara, Executive Director of Interscholastic Athletics for Section One. “The true strength of interscholastic athletics is its foundation in character, culture and dignity through competition.”





4,197
ACTIVE MEMBERS



39
UNIQUE GROUPS

THE INSIDEOUT COMMUNITY

The InSideOut Initiative offers an on-line learning platform that provides innovative and supportive professional development experiences for athletic administrators and coaches. There are 4197 active members and 39 unique groups.

The InSideOut Community of Practice (CoP) provides professional growth experiences, strategies, resources and a pathway that supports transformational student experiences.

The platform provides a personalized implementation approach that encourages collaboration, discussion, guidance and provides productive feedback.

WASHINGTON NEW ADS

Covid-19 has created a crisis in the retention and recruitment of athletic administrators across the country. Through an innovative partnership with the NFL, Seattle Seahawks and the Washington Interscholastic Athletic Association, the InSideOut Initiative is equipping new ADs (1-3 years) with the tools and skills necessary to lead a Purpose-Based Athletics program.

- Lead with Purpose
- Develop authentic relationships
- Establish a clear vision for purpose-based sports
- A shared common language and definition of success
- A guide to policy development

TENNESSEE MIDDLE SCHOOLS ISOI



The TN Middle School pilot allows ISOI to develop a systems-level approach 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.

The TN Middle School pilot is underway with trainings dates that include July 27th, October 26th, and January 25th.



INSIDEOUT MOVES TO THE CLASSROOM



The InSideOut Initiative has moved beyond the field and is now bringing its evidence-based, systems-level approach to the classroom. InSideOut will facilitate a year-long, district wide professional learning experience for all staff of the St. Anthony Village New Brighton School District. “We are bringing InSideOut to help us as we navigate the process of building intentional teams that are rooted in relational trust and purpose,” said Andrew Hodges the District’s Director of Teaching and Learning. “If you have coached any of our activities teams you have experienced InSideOut and the transformational coaching paradigm that isn’t about the score on the scoreboard, instead what the impact a character driven and social-emotional development program can have on the lives of student-athletes. InSideOut has expanded and now works to bring this same philosophy to all staff within a K-12 school district!”



97,714

**TOTAL CERTIFIED
YOUTH COACHES
IN 2022**

2,317

**IN PERSON
CERTIFICATIONS**

30

**CERTIFIED
MASTER TRAINERS
DELIVERING ISOI**

Since March 2022, over **98,000** youth football coaches have completed two trainings of InSideOut's *Purpose-Based Youth Football*. Module 1 is *Connecting Student-Athletes to Transformational Coaches* and Module 2 is developing a *Culture of Belonging*. These coaches are part of an ongoing evaluation that will contribute to a national standard for critical coaching concepts. 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. Module 3, *Human Growth and Development of Student-Athletes* and Module 4, *Parents as Partners* and Module 5, *The InSideOut System; Aligning the Youth Sports Culture* will be released in 2023.

USA FOOTBALL TRAINING MODULES

1

CONNECTING STUDENT-ATHLETES TO TRANSFORMATIONAL COACHES 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?

2

CREATING A CULTURE OF BELONGING

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.

3

HUMAN GROWTH AND DEVELOPMENT

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

4

PARENTS AS PARTNERS

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.



DEVELOPING HEALTHY MASCULINITIES

A guiding principle for this adult-based competency development is masculinity is learned; therefore, it can be taught. But it cannot be learned, if not modeled.

Through a grant from the Argosy Foundation, InSideOut created an adult-based developmental learning module resulting in the utilization of youth and high school sports as a context and mechanism for coaches to support the social-emotional and character development of preadolescent and adolescent boys that defines healthy masculinity.

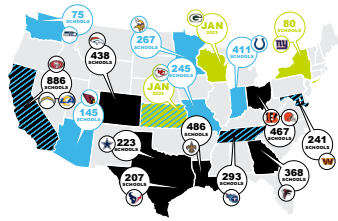
Our unique InSideOut approach is a science-based intervention that centers on one of the most influential adults in many boys' lives: their coach.

In staying true to our evidence-based approach, we created an intervention that takes coaches on an InSideOut journey that challenges gender socialization, "Boy Code," and the familial, cultural, and societal myths of masculinities. These unchallenged gender rules impede their healthy masculine modeling of coaches and therefore, the development masculine development.

Healthy masculinity is defined as self-management, self-awareness, relationship development, social awareness, and moral and ethical decision making and developed the frame to address and impact coaches in each of these competencies.

INSIDEOUT BY THE NUMBERS

2016 - 2022



17

Engaged States



20

NFL Market Partners



4,851

Participating Schools



3,936

Trained ADs



156,360

Impacted Coaches



6,254,400

Student-athletes



For more information about the InSideOut Initiative visit
insideoutinitiative.org