

When You Know Better, You Do Better

Co-Founder's Message

On September 13, 2014, more than 10 years after my daughter Tiffani's high school cheerleading injury prompted me to become a child athlete advocate, I gave my 24 year old son Paul Bright, Jr.'s eulogy.

During those ten years, I helped make cheer a sport, improved policies for sport safety and even passed a law in California making cheerleading a Title IX sport.

But I also found out there was no manufacturing standard for youth football helmets. That the youth helmets were made only a few ounces lighter than adults and were based on adult anatomy. I also discovered kid's helmets were made of a very cheap material - ABS plastic, the same as a Lego! I would have never let my kid take hits in a Lego shield made for adults had I known the truth.

In April 2015 after donating his brain to science, our family found out Paul had suffered from CTE caused by youth tackle football. It may have been too late to save my son, but our message isn't too late to save yours.

Protect your child's brain and abstain from any sport or activity that exposes them to repetitive brain trauma.

Play flag before 14.

Kimberly Archie
• Sports Risk
Managment
Expert
• Co-Founder of
Save Your Brain



For more information about CTE
please go to
SaveYourBrainCampaign.com
or call us at
1-800-596-7860

For information on how to bring flag football
to your community email:
larry@saveyourbraincampaign.com

"I'm a firm believer that there's no way that a 6-year-old should have a helmet on and learn a tackling drill... There's no way. Or a 7-year-old or an 8-year-old. They're not ready for it. Take the helmets off kids."

- John Madden, Hall of Fame Coach



Why Kids Under 14 Should Play Flag Football



"There's no such thing as a tough brain."
- Dr. Steve Devick

CTE Stories

Paul Bright, Jr. 07/28/1990-09/01/2014

Paul played Pop Warner football from ages 7-14 (1997-2004) for the Sparks Steelers and 1 year as a freshman at Bishop Manogue Catholic High School in Reno, Nevada.



He was never diagnosed with a concussion. So without any concussions and only playing as a kid through his freshman year, he was diagnosed upon death after donating his brain to the CLF-BU-VA Brain bank with Stage I CTE.

Paul loved football and would want his story to help other families understand CTE, the risks and why kids should play flag football before 14.

Joseph Chernach 07/11/1986-06/06/2012

Years after playing only youth and high school sports, Joseph's family had no idea he was suffering from CTE at the time of his death. The symptoms of CTE started to emerge within a year after high school. Irrational decisions, hopelessness and depression, finally taking his life at the very young age of 25 leaving his loved ones with questions and the devastation of living without him.



Exposure to hits on every play in tackle football in the young and developing brain will eventually cause irreversible brain damage. Children should play flag football only. Every hit counts.

Flag Football

Benefits of Flag Football

Children are not mini adults, and can not sustain the forces inherent in tackle football. Prepubescent children, specifically those 13 and under are at greatest risk for brain injury and long term brain damage like CTE.

Children are more vulnerable to injury, particularly to the head, neck and spine, than adults. A child's brain takes longer to recover from a brain injury than an adult. Their brains have less myelin than adults and key brain structures such as the hippocampus, amygdala and frontal lobes are undergoing key developments between 10 and 13.

Youth flag football is all about fun and fundamentals. It gives every child a chance to be an impact player without taking impacts to the body and brain that expose them to CTE and other neurodegenerative brain diseases.

Children of all sizes can participate and enjoy the benefits of making friends, improving physical fitness and being a part of a team. The rules are designed to keep children playing every year.

In fact, flag football is the fastest growing youth sport, increasing 8.7% in 2015 for children under 14!

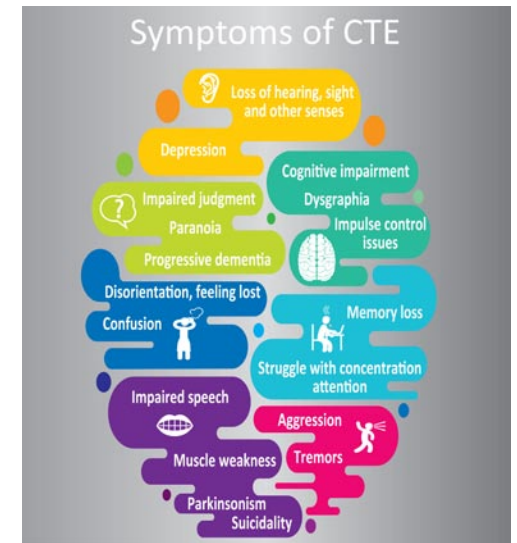
As a former NFL player who knows the risks of taking 1000s of hits over my career, it's my love for the game that motivates me to encourage children to play flag football under 14.

Larry Mallory
New York Giants 1976-1978

CTE Facts

What is CTE?

Chronic Traumatic Encephalopathy is a progressive neurodegenerative brain disease most identified through an autopsy in those exposed to repetitive brain hits.



We do not yet know the prevalence of CTE in youth football, or how genetics may or may not play a role. We do know that 27 brains of former youth to high school players have been examined; and 7 of those tested positive for CTE. Out of 20+ million former Pop Warner players who have been exposed, only 27 brains have been examined for CTE.

44 of 55 college football players who were examined had CTE, and 87 of 91 of former NFL players.

"We really need to limit the amount of head contact that young children and adolescents are experiencing," - Dr. Ann McKee