

Pointers For Parents

Reducing The Risks Faced By Your Young Athlete

(NAPSA)—There are practical steps parents can take to score with their children and make youth sports safer.

According to Dr. Alan Greene, the chief medical officer of A.D.A.M, the risk of physical injury is inherent in any sport, but children are at a greater risk because they're still developing their motor and cognitive skills.

Said Greene, "The most serious risks for children playing age-group football are head and internal injuries and heat stroke. However, there are steps that can be taken to reduce the risk of these types of injuries."

Dr. Greene recommends discussing three critical areas with a child's coach before the season begins. They are:

1. Are the children wearing the proper equipment?
2. Is the coach following a training schedule that allows for breaks—especially during extreme heat—and proper hydration?
3. Are the young athletes trained on the proper techniques and are they playing against kids that are similar in size and age?

Addressing issues such as these can help reduce injuries before a season starts. So can research and advances in the area of equipment.

For example, learning more about the "hows and whys" of concussions helped guide the design of a new helmet for youth football. Scientists from Biokinetics & Associates analyzed videotapes of football field head collisions to determine the details of motion



Using the proper equipment when playing youth sports can help protect young people.

and contact.

Based on this research, Riddell, Inc. created the REVOLUTION™ Youth helmet. The helmet incorporates features such as increased side and facial protection, an increased distance between the helmet shell and the child's head and a shell shape that extends to the mandible area.

The new helmet is 15 percent lighter than the adult version and offers improved peripheral vision and ventilation when compared to traditional helmets. The helmet also features an innovative ear channel design, which allows players to easily take the helmet on and off.

Said Bill Sherman, president and CEO of Riddell, "While no helmet can fully prevent concussions, we are encouraged by the fact that more than 200 NFL players chose to wear the REVOLUTION last year, as well as numerous college and high school players. We are hopeful the REVOLUTION and REVOLUTION Youth can make a difference."

To learn more, call 1-800-299-6191 or log on to www.riddell.com.