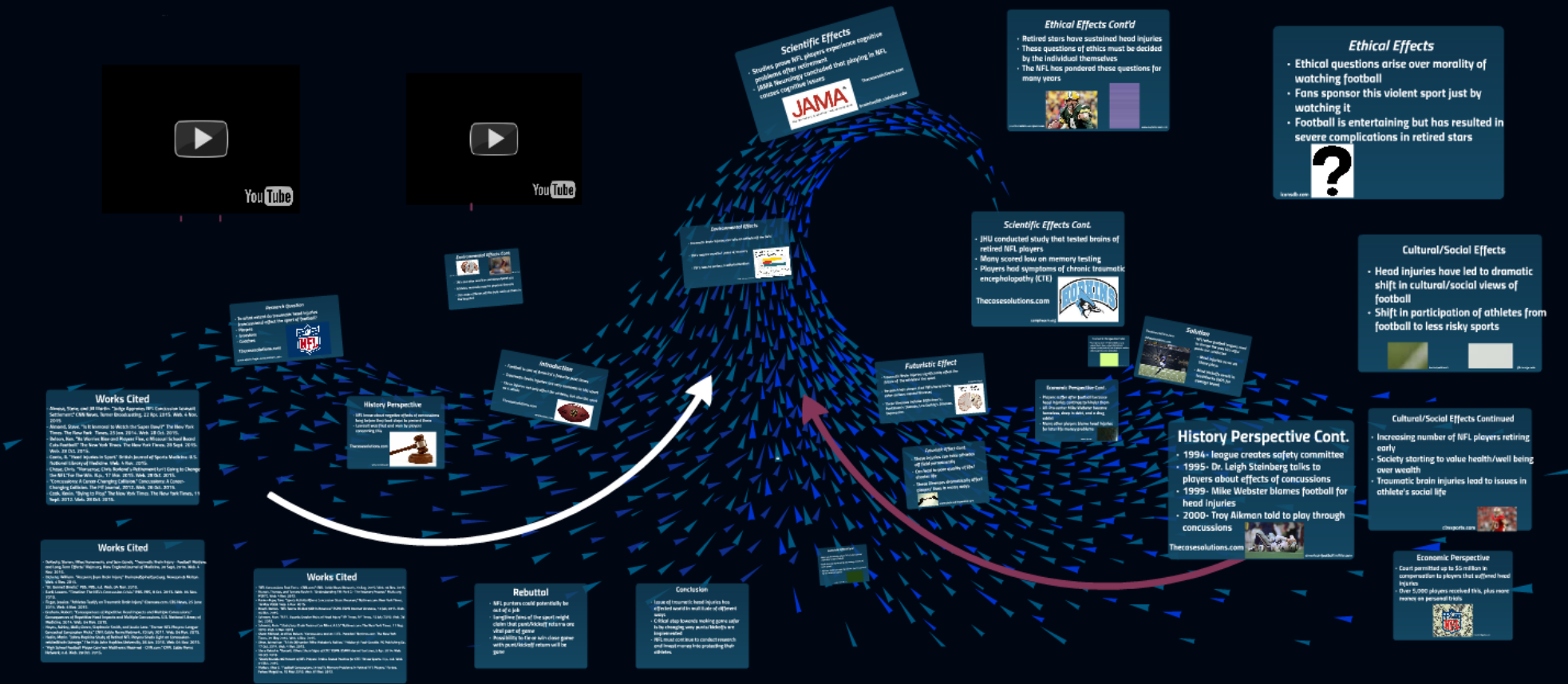


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Research Question

- **To what extent do traumatic head injuries (concussions) affect the sport of football?**
- **Players**
- **Investors**
- **Coaches**

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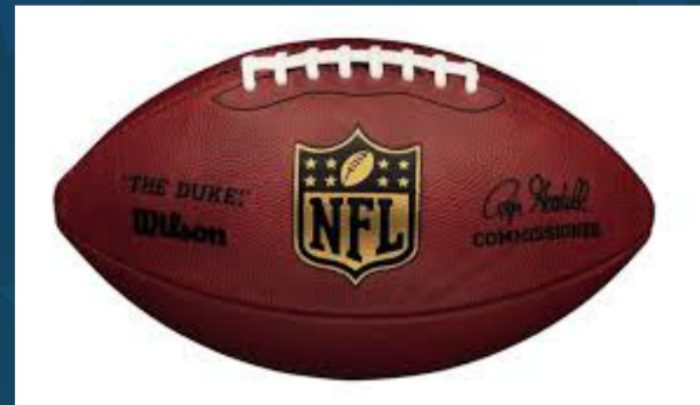


Introduction

- Football is one of America's favorite past times
- Traumatic brain injuries are very common in the sport
- These injuries not only affect the athletes, but also the sport as a whole

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Solution

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- NFL/other football leagues need to change the way kick offs/punts are conducted
- Most injuries occur on these plays
- Most kickoffs result in touchbacks (60% for average team)

History Perspective

- NFL knew about negative effects of concussions long before they took steps to prevent them
- Lawsuit was filed and won by players concerning this

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History Perspective Cont.

- 1994- league creates safety committee
- 1995- Dr. Leigh Steinberg talks to players about effects of concussions
- 1999- Mike Webster blames football for head injuries
- 2000- Troy Aikman told to play through concussions



Scientific Effects

- **Studies prove NFL players experience cognitive problems after retirement**
- **JAMA Neurology concluded that playing in NFL causes cognitive issues**



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brainhealth.utdallas.edu

Scientific Effects Cont.

- **JHU conducted study that tested brains of retired NFL players**
- **Many scored low on memory testing**
- **Players had symptoms of chronic traumatic encephalopathy (CTE)**

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