

TEXAS FOOTBALL COACHES LEAD THE NATION TOWARD TACKLING CERTIFICATION



CASE STUDY

OVERVIEW

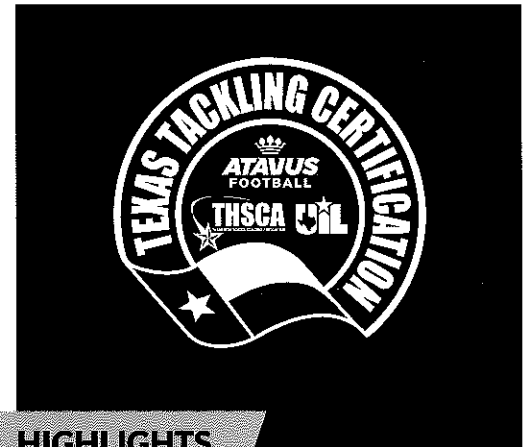
The Texas High School Coaches Association (THSCA) is the largest coaches association in the nation with approximately 23,000 members. Partnering with Atavus and the University Interscholastic League (UIL), THSCA launched a comprehensive tackling certification program for all high school football coaches and successfully certified thousands of coaches, putting into place a robust program designed to help coaches increase player safety.

CHALLENGE

As in many states across the United States, Texas saw declining participation in high school football. The THSCA attributed this in part due to the increased number of news stories highlighting concerns over the safety of the sport for young people. Football is central to many communities in Texas, and, more importantly, the sport teaches young men values that they carry with them their entire lives. Fear about the sport's safety was keeping young men from benefiting from these values.

SOLUTION

With declining participation and fears over safety, THSCA was determined to take action to protect players and save the game. In spring 2018, the state's governing body, the UIL Legislative Council, announced mandatory tackling certification for coaches. In cooperation with UIL, THSCA became the first state in the country to require all football coaches to successfully complete tackling certification.



HIGHLIGHTS

- All high school football coaches required to be certified
- Exceeded goal for number of coaches earning certification at first-ever exam
- Post-event survey showed high satisfaction among coaches attending certification presentations



“Atavus has proven itself to be a trusted partner in helping move the game forward with safer tackling.”

- Joe Martin, Executive Director, THSCA

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At the event, attendees quickly snatched up all 4,000 seats for the Atavus presentations, making the trainings a sell-out. The 13,552 attendees at Coaching School was a record for the event, a result that THSCA credited to the tackling presentation. Atavus offered four lectures on the final day of Coaching School, each followed by a multiple-page test designed to prove a coach's mastery of the material.

Within 10 days, all tested coaches received their results following validation by Dr. Art Maerlender, Associate Director for the Center for Brain, Biology, & Behavior (CB3), a leading authority on brain injuries in sports and an Atavus advisor. THSCA and the UIL were delighted by the number of coaches earning their first-ever certification, exceeding the completion goals set for the event.

Atavus didn't stop there. Beyond the 2018 Coaching School, additional in-person sessions were scheduled for Championship weekend, and a series of clinics in January and February. With an online certification option, too, Atavus delivered systems that provide ample opportunities for coaches to complete certification and renew it every two years, per the UIL requirements. Additionally, each coach who successfully completed certification received access to Atavus' Digital Coaching Academy, a repository for drill videos, coaching points, and printable drill sheets.

In a post-training survey, over half the attendees (56.7%) described the presentation in a voluntary, free-form section as being professional, well organized, or informative. **"We are proud to be leading the way for the next generation of football players,"** said Martin. **"Atavus has proven itself to be a trusted partner in helping move the game forward with safer tackling."**

**ATAVUS HAS PROVEN
ITSELF TO BE A TRUSTED
PARTNER IN HELPING
MOVE THE GAME
FORWARD WITH
SAFER TACKLING**

*- Joe Martin,
Executive Director - THSCA*



ABOUT ATAVUS

ATAVUS combines analytics and world class coaching philosophy to measure and improve the performance of players, coaches, and teams. Located in Seattle, Atavus partners with local and national agencies to create more effective and safer contact sports.

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CASE STUDY

"The game is changing, and we have to be willing to change with it," said D.W. Rutledge, Executive Director of the Texas High School Coaches Association. "By implementing a mandatory tackling certification, we're continuing our legacy in Texas as leaders in high school football and taking necessary steps to move the game forward. Preventing injuries is paramount for all coaches and players, and we felt that as an organization it was our duty to seek out the best possible solutions to keeping our players safe."

With tens of thousands of coaches needing certification by August 1, 2019, the THSCA and UIL approached Atavus to help implement a certification program. They aimed to launch during the 2018 annual Coaching School conference in July 2018, less than four months later.

In order to ensure that all coaches would be certified by the August 2019 deadline, together, THSCA, UIL and Atavus decided to certify a few thousand coaches at that time, while putting into place additional certification opportunities over the next 11 months leading up to the deadline.

RESULTS

Atavus immediately went to work developing an intensive presentation and assessment designed to help high school coaches learn the Atavus Tackling System, which uses a rugby-style, shoulder-led technique that is both fundamentally sound and safer. Unlike the most common technique that requires the player to use the head as part of the tackle, Atavus moves the head to the side and out of the tackle. The force of the tackle is absorbed by the body instead of the head.

"Preventing injuries is paramount for all coaches and players and we felt that as an organization it was our duty to seek out the best possible solutions to keeping our players safe," said Joe Martin, Executive Director, THSCA.

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**"The game is changing, and we have
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- D.W. Rutledge, Former Executive Director - THSCA

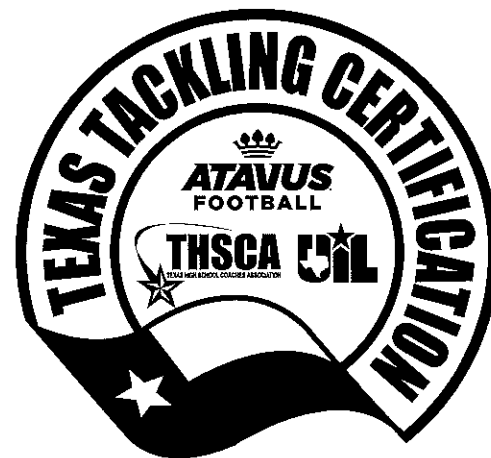
INCREASE PLAYER SAFETY. **ATAVUS**

THE ATAVUS TACKLE SYSTEM

The Atavus Tackle System uses a shoulder-led technique that is both fundamentally sound and safer. Unlike the most common technique that requires the player to use the head as part of the tackle, Atavus moves the head to the side and out of the tackle. The force of the tackle is absorbed by the body instead of the head.

With Atavus tackling certification, coaches receive instruction from experts in shoulder-led tackling prior to taking an assessment on the technique. Once certification is completed, coaches receive access to a bundle of comprehensive tools through the Digital Coaching Academy: video drill library, printable drill sheets, coaching tips, and an opportunity for accelerated learning through Atavus' other offerings.

Coaches use Atavus' technique to produce higher performing, more confident, and more engaged players —all while improving player safety.



TAKE YOUR COACHING FROM GOOD TO GREAT

To discuss how Atavus can certify your coaches, please contact a football advisor at **(206) 695-2605** or **football@atavus.com**.



HOW ATAVUS WORKS.



**ATAVUS IS THE WORLD'S LEADING AUTHORITY
ON TACKLE PERFORMANCE, ANALYSIS,
AND COACHING TECHNIQUE.**

COACH-FOCUSED TACKLING CERTIFICATION

Atavus provides membership organizations with a structured, proven approach to increasing player safety by educating coaches on tackling technique. With a mix of in-person presentations, online education, and progression-based content designed by experienced coaches, Atavus delivers a turn-key solution for anyone interested in creating a standard for safer tackling.



Increase Player Safety

Reduce the likelihood of injury by removing the head from tackling.



Create Lasting Improvement

Provide coaches with access to online drill libraries, practice plans and coaching tips.



Lead the Way

Put your organization at the forefront of an effort to keep players safe.



Maintain Flexibility

Implement the best program for your needs with both in-person and online certification options.



Inspire Confidence

Take action to make the game safer and keep participation rates high.



Invest in Coaches

Support coaches across your organization by giving them tools to learn and retain new skills.



“Atavus has proven itself to be a trusted partner in helping move the game forward with safer tackling.”

- Joe Martin, Executive Director, THSCA



November 6, 2018

Julian Tackett
2280 Executive Dr
Lexington, KY 40004

Dear Julian,

As a sports administrator, you are aware of the growing concerns and urgency related to safety in sports, especially regarding concussions and head trauma. For contact sports, but especially football, community and legislative pressures to address the health risks for young athletes grow each season.

While efforts to modify rules, improve equipment, and educate on early detection are important elements of the solution, real and lasting change will only come from shifting behavior – promoting, teaching and measuring safer tackling techniques that aim to reduce unnecessary head contact.

The Atavus Tackling Certification will help organizations like yours provide coaches with tools they need to increase player safety.

In educating coaches, Atavus mutually emphasizes higher performance and safer tackling. We provide coaches and athletic directors with tackling curriculum, training resources, and ongoing reporting that allows them to lessen risk to players and make the game safer.

On March 20, 2018, the University Interscholastic League (UIL) of Texas, in collaboration with the Texas High School Coaches Association (THSCA), selected Atavus as their exclusive partner in **mandating** that every high school and middle school football coach become Atavus certified by August 1, 2019.

The first 3,000 of the 23,000 Texas coaches became certified on July 24 at THSCA's annual convention, participating in a 90-minute presentation on safe tackling technique, and subsequently completing a certification exam. For more information on our successful launch of mandatory tackling certification in Texas, please see our joint case study with THSCA in the accompanying folder.

I welcome the chance to talk with you about your organization's challenges in this area and how we might support your mission to improve safety in sports. I can be reached at (206) 960-4062.

Thank you in advance for your consideration. I look forward to hearing from you.

Regards,

Karen Bryant
CEO



ATAVUS

**ATAVUS
TACKLING
CERTIFICATION**

www.atavus.com

contact@atavus.com

877 - 4ATAVUS



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TACKLE PERFORMANCE,
ANALYSIS, AND COACHING
TECHNIQUE.**

Better Never Stops

Atavus educates coaches, helping them improve performance, inspire confidence, and increase safety. With clients in professional, college, and high school football, the Atavus Tackle System has proven effective at all levels of the game.



Improve Performance

See better defensive results by using a proven technique focused on skill acquisition and retention.



Inspire Confidence

Run more efficient practices with off-season, pre-season, and in-season plans that build confident tacklers.



Increase Player Safety

Reduce the likelihood of injury by removing the head from the tackle; keep your players on the field.



Gain An Edge

Be more competitive by analyzing tackling with the same attention paid to offensive performance.

HOW ATAVUS WORKS.

Atavus educates coaches, helping them improve performance, inspire confidence, and increase safety.

The Atavus Tackle System promotes shoulder-led tackling that is both dominant and safer.

Combining innovative curriculum and actionable data with analysis from experienced coaches, Atavus delivers measurement and insight to improve the performance of players.



DOMINANT AND SAFER

Our shoulder-led technique is both fundamentally sound and safer. Unlike the technique that promotes the player to use the head as part of the tackle, Atavus moves the head to the side and out of the tackle. The

40,000 tackles

We've analyzed over
40,000 tackles, and

COACH-FOCUSED TACKLING CERTIFICATION

**TURN-KEY SOLUTION FOR IMPROVING PLAYER SAFETY
BY EDUCATING COACHES ON TACKLING TECHNIQUE**

Atavus provides a structured, proven approach to educating coaches using a mix of in-person presentations, online resources, and progression-based content designed by experienced coaches. Coaches use Atavus' technique and resources to produce higher performing, more confident, and more engaged players-all while improving player safety.

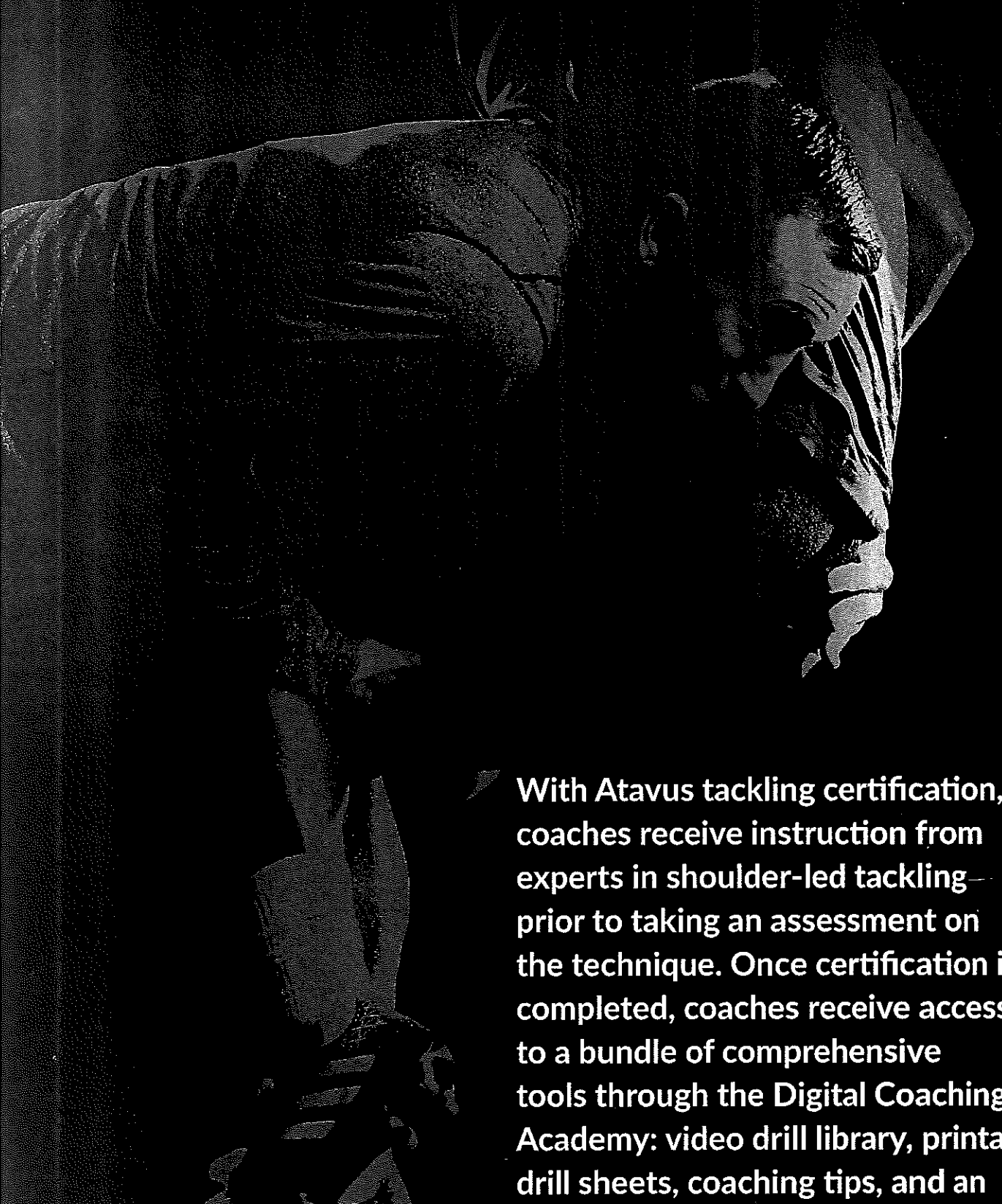
CERTIFICATE OF COMPLETION



Is hereby presented to

for successfully completing and passing the

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THSCA PARTNERSHIP

CHALLENGE

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*- Joe Martin,
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WHAT PEOPLE ARE SAYING ABOUT ATAVUS



“The Atavus approach is safer, more effective, and leads to better performance on the field.”

- Chris Ash, Head Football Coach at Rutgers University



“Atavus is cutting edge when it comes to tackling. Their job is help you know what can make you a better tackling team.”

- Mark Dantonio, Head Football Coach at Michigan State University



“By bringing in Atavus, we brought in experts in the field — and not only in the actual technique, but then also in the teaching progression. We feel confident in being able to move forward now and implement this method of tackling.”

- Mark Banker, Former Defensive Coordinator at Nebraska, and current Assistant Head Coach at the University of Hawai'i



“Working with Atavus was very beneficial and enhances the things we do.”

BEYOND CERTIFICATION

Coaches use Atavus' technique and practice plans to produce higher performing, more confident, and more engaged players. Tackling assessments, in-person clinics, consulting webinars, and a video drill library are some of the options available.

Spring and fall practice plans, including progression-based drills, give you an effective way to teach the technique. The Atavus approach is the only comprehensive solution to improve player performance in pre-contact and contact while simultaneously increasing player safety by taking the head out of the tackle.

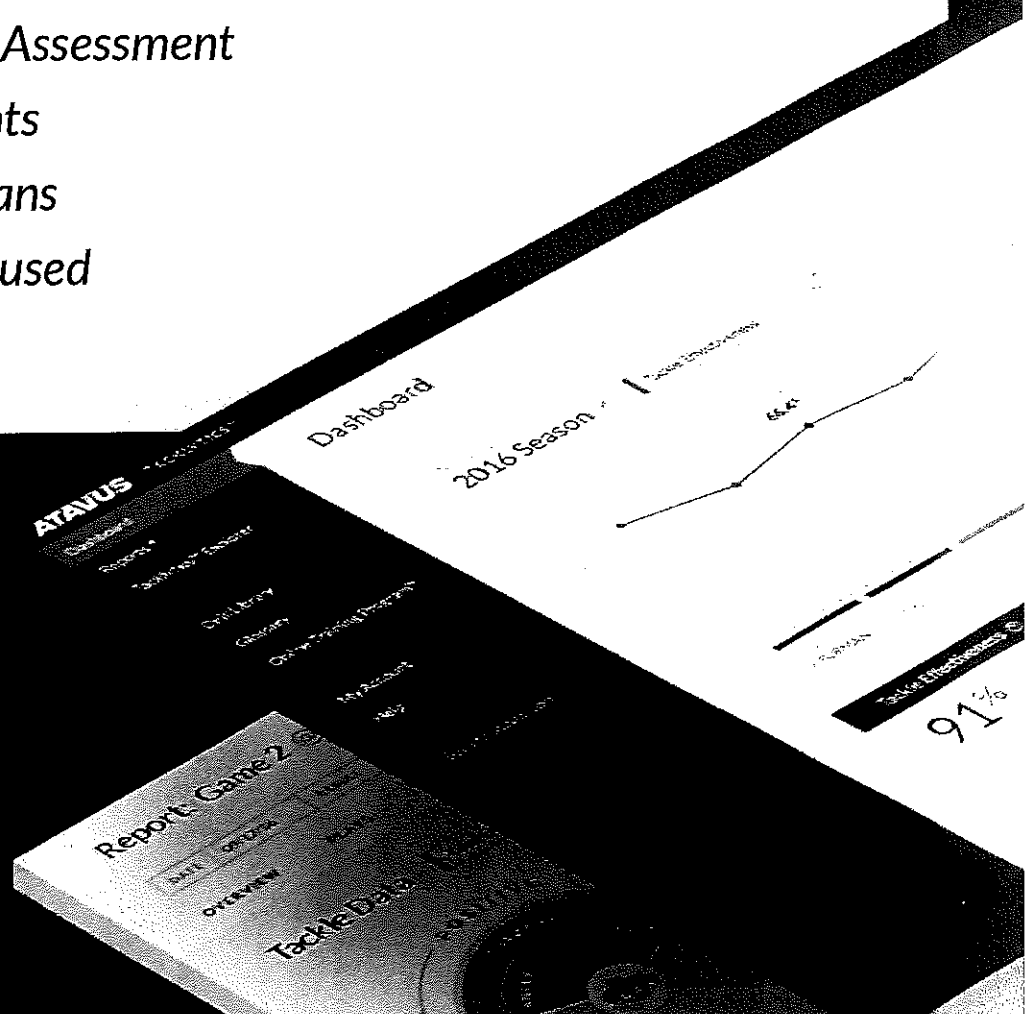


TACKYLTICS

The Atavus Tackle System is more than just technique and drills. We offer cutting edge game and practice film analysis from which our Tacklytics software, paired with analyst review, grades 88 different aspects of the tackle, delivering timely post-game reports.

Data-Driven Tackle Improvement

- ✓ Team Trends
- ✓ Position Specific Data
- ✓ Individual Player Assessment
- ✓ Actionable Insights
- ✓ Tailored Tackle Plans
- ✓ Performance Focused





ATAVUS

**TO LEARN MORE ABOUT HOW ATAVUS WILL WORK
FOR YOU PLEASE CONTACT ATAVUS AT:**



KAREN BRYANT
Chief Executive Officer

o: 206.960.4062
karen.bryant@atavus.com

ATAVUS.COM

1560 1st Avenue S, Seattle, WA 98134