



August 23, 2017

## Indiana Seeks to Transform the “Win-at-all-Costs” Sports Culture

The InSideOut Initiative is launching in Indiana in partnership with the IHSAA Foundation, NFL Foundation, and Indianapolis Colts

The InSideOut Initiative—a nonprofit aimed at transforming the “win-at-all-costs” sports culture in communities across the country—will launch soon in Indiana, in partnership with the IHSAA Foundation and the Indianapolis Colts.



Sports engage more individuals, families, and communities in a shared experience than any other cultural activity, organization or religion. Three out of four American families with school-aged children will have at least one child play an organized sport—approximately 45 million children.

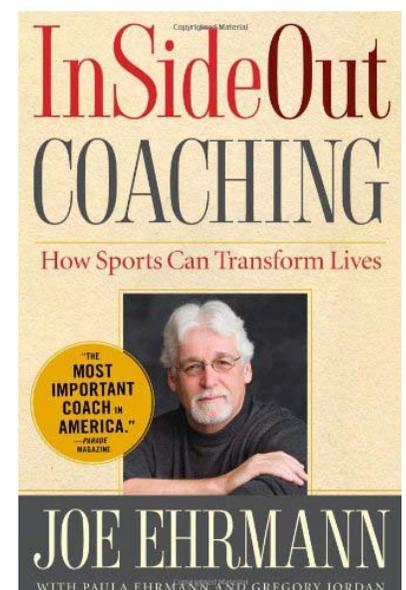
However, youth sports has evolved into an \$8 billion industry that promotes early specialization, private one-on-one coaching, multi-team layered participation and a significant financial and emotional investment by parents. Less than 3% of high school athletes will go on to play college athletics and only a fraction of those—less than 1%—will ever play professionally. If the value of youth sports comes solely from winning, then millions of kids lose out on the potential for a life-changing human growth experience.

“For sports to provide students with human growth opportunities and moral development, we must move beyond defining success by the scoreboard and create space in the culture for a higher purpose,” says InSideOut Initiative co-founder and executive director, Jody Redman. “The InSideOut Initiative provides a blueprint for systemic change—and guides communities into reframing the purpose of sports, and building a system that focuses on the development of the educational, social and emotional well-being of each student-athlete.”

Powered by the NFL Foundation and piloted in Colorado and Texas in 2015, the InSideOut Initiative catalyzes partnerships with educational leaders, state athletic associations and local NFL teams to address the brokenness of the sports culture and engages stakeholders in strategic conversations to re-define the role of interscholastic sports in the lives of students and communities.

“The Indianapolis Colts are proud to support the InsideOut Initiative here in Indiana.” said Pete Ward, Chief Operating Officer of the Indianapolis Colts “We believe that while accomplishments on the field should be celebrated, they should in no way exceed the character growth of the student throughout their high school sports experience.”

Indiana will be the next state to launch this Initiative, thanks to comprehensive funding from the National Football League Foundation. The IHSAA is currently gathering leaders in the education and sports communities to discuss the Initiative and plan for its implementation.



“The InSideOut Initiative stands as a critical opportunity for Indiana high schools to reclaim the narrative about what high school sports and youth sports in general should really be all about.” says Bobby Cox, Commissioner of the Indiana High School Athletic Association (IHSAA). “We are excited to bring the InSideOut Initiative to Indiana and enhance the student athlete experience in the Hoosier State.”

For sports to provide students with the human growth and moral development opportunities they deserve, we must move beyond defining success by the scoreboard and create space in the culture for a higher purpose. Indiana is committed to creating that space, starting now.

Questions regarding the InSideOut Initiative may be directed to Jody Redman at [jody@insideoutinitiative.org](mailto:jody@insideoutinitiative.org) or visit <https://insideoutinitiative.org/>

\*\*\*

***About the Indiana High School Athletic Association, Inc. (IHSAA)***

*The IHSAA is a voluntary, not-for-profit organization that is self-supporting without the use of tax monies. Since its founding in 1903, the Association’s mission has been to provide wholesome, educational athletics for the secondary schools of Indiana. Its 410 member high schools - public, institutional, parochial and private - pay no annual membership fee or incur entry fees to play in the Association’s tournaments. A state tournament series is conducted annually in 21 sports, 10 for girls, 10 for boys and one co-ed (unified track and field). A 19-person board of directors, elected by member school principals, governs the organization.*