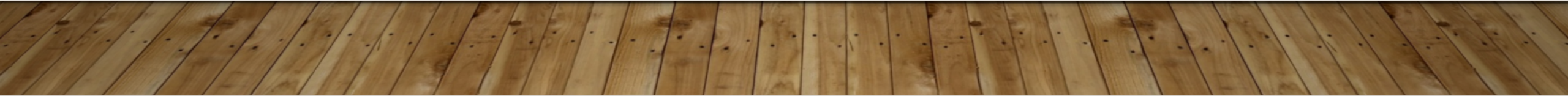
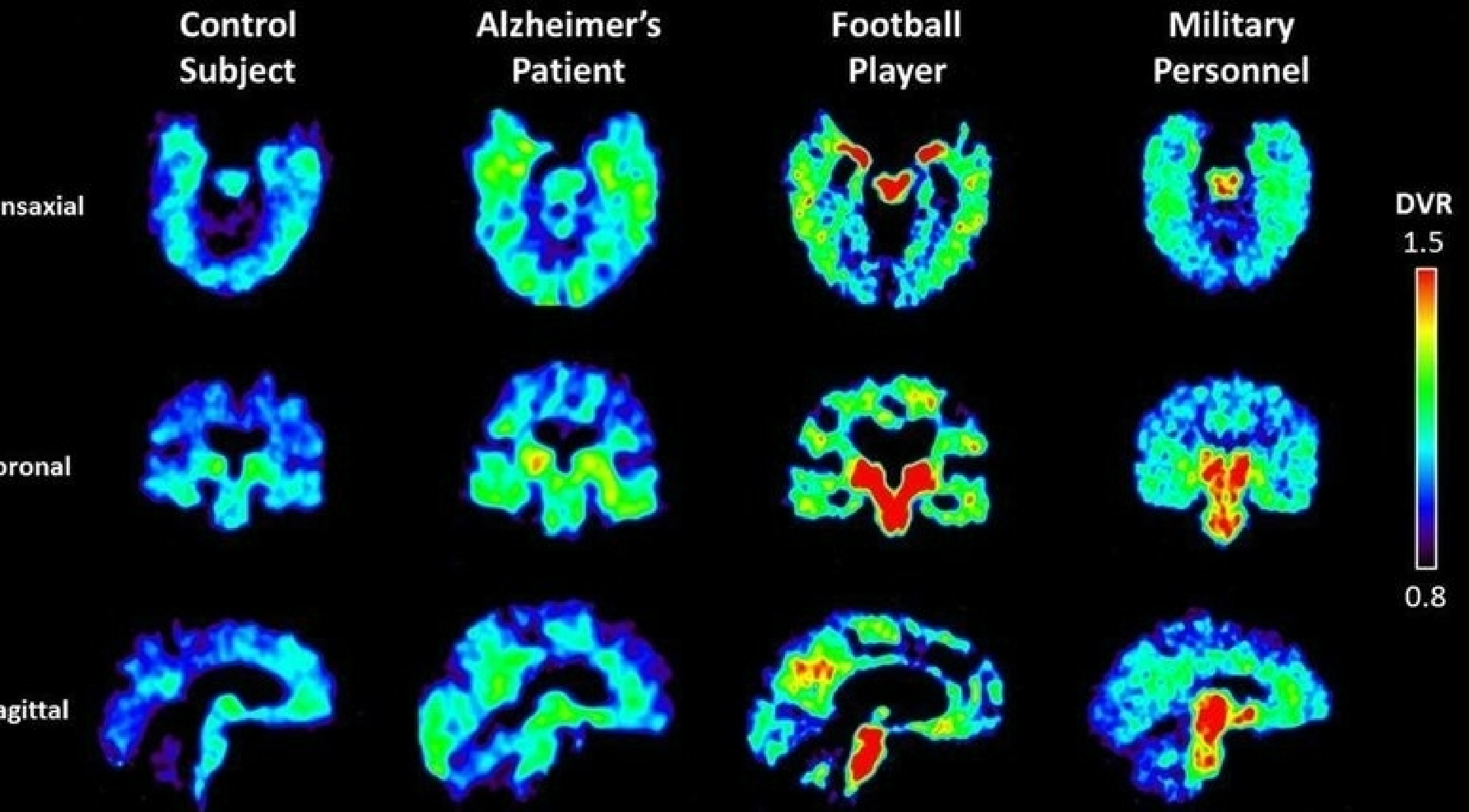


NARRATIVE SPEECH PRESENTATION





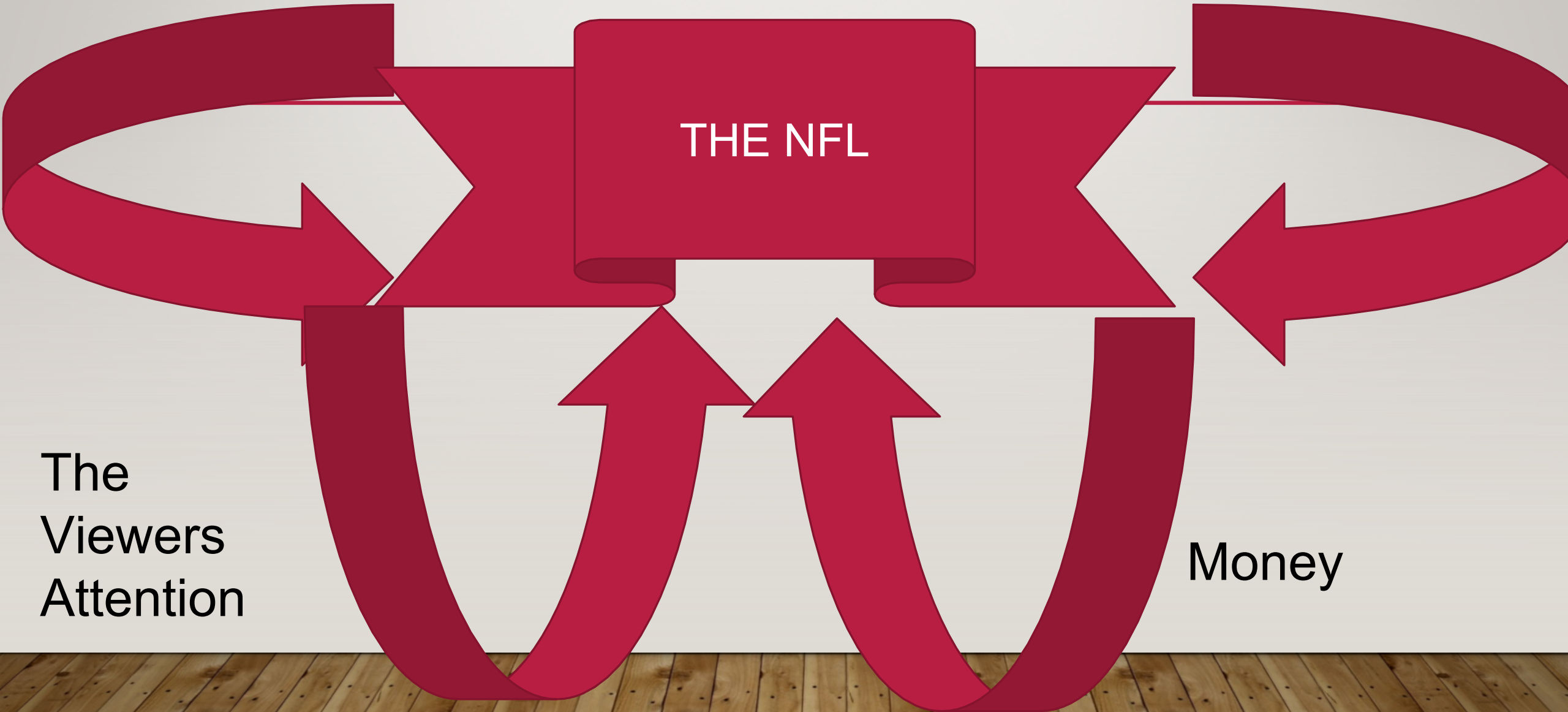
CTE

Government

THE NFL

The
Viewers
Attention

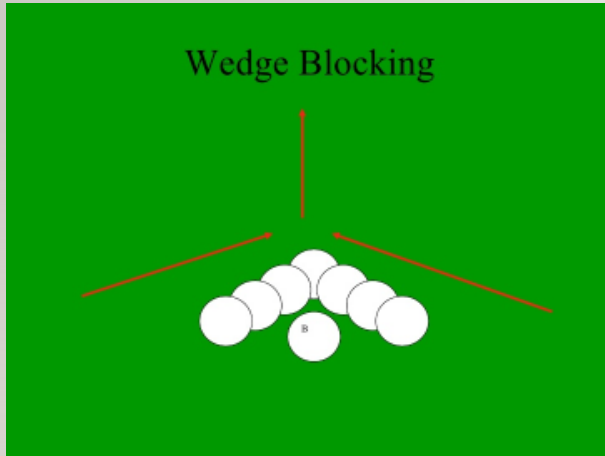
Money



A PERFECT
EXAMPLE OF A
BRAIN
TRAUMATIZING
COLLISION
BETWEEN
PLAYERS.



WHAT IS THE NFL DOING ABOUT IT?



The NFL has banned wedge blocks using three or more players.



The NFL has implemented a rule that bans using the helmet in contact and lowering the helmet when tackling.

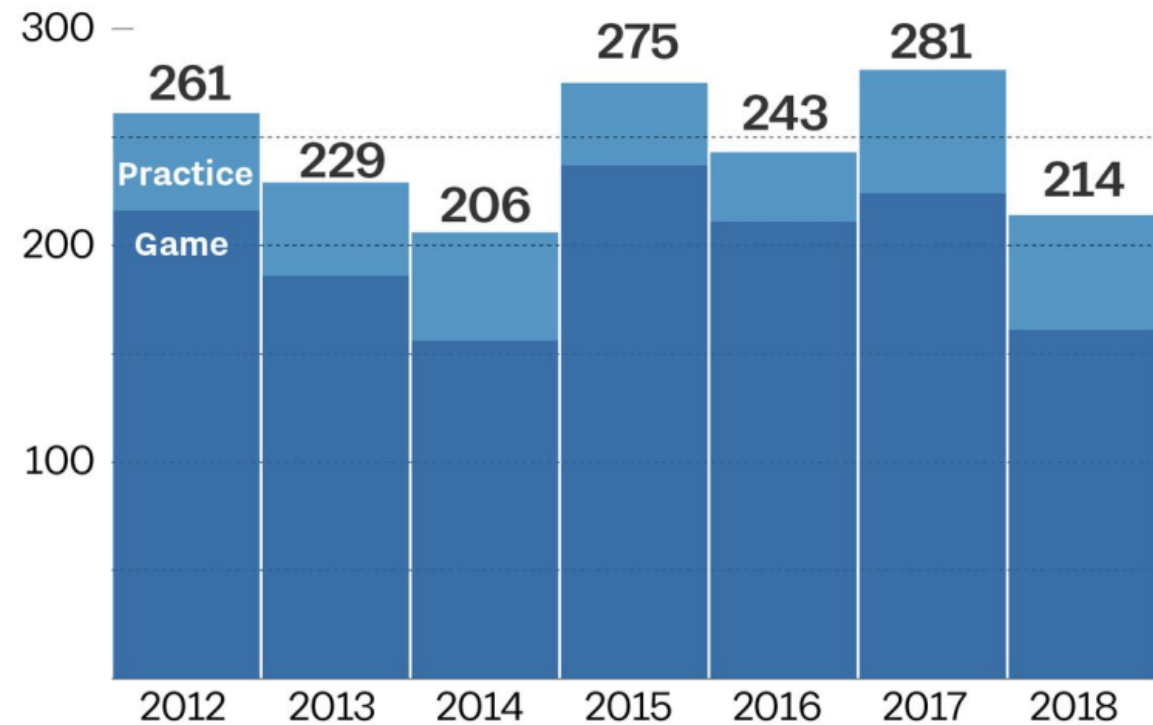


The NFL has changed the kickoff rules drastically with concepts such as eliminating the running start, and receiving players on the kickoff cannot cross the restraining line until the ball hits the ground or secured by the runner.

- This chart indicates the amount of concussions distributed by practice and official games in the NFL for 2012-2018.

Concussions in the NFL by year

Preseason and regular season



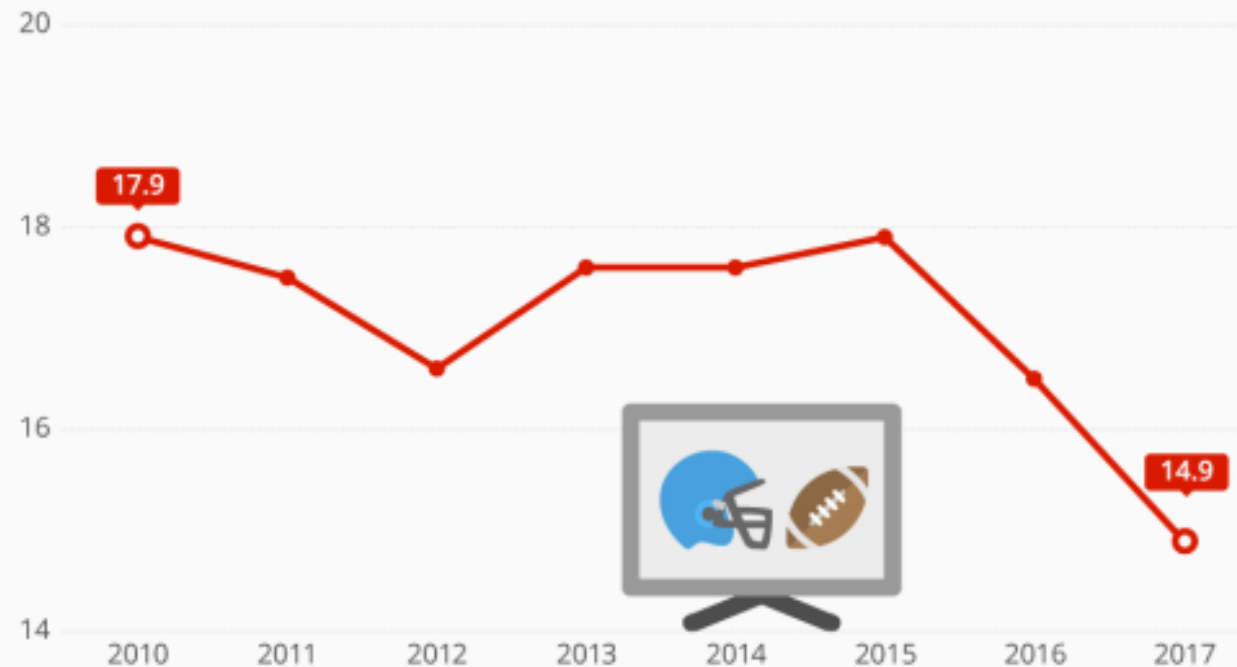
Source: NFL

Vox

NFL VIEWERSHIP IP THROUGH 2010-2017

NFL Viewership Has Taken a Hit

Television viewership of the NFL regular season from 2010 to 2017 (in million viewers)



@StatistaCharts Sources: ESPN.com, Business Insider

statista

- This chart represents the amount of people who watch the NFL on television for the regular season.
- As you can see it is declining. CTE became a serious debate topic in the year 2015 you can see its affect on the industry.

WHAT CAN WE DO TO MAKE A CHANGE?



Vici is a company who has developed a helmet that absorbs impacts and has been tested and rated 5 out of 5 stars by Virginia Tech University.



The neck stabilizer has been a solution to chronic neck and spinal chord injuries but, the wear has simply been neglected by current NFL players.



Helmetless practices are a great countermeasure to concussion related injuries and have been scientifically proven to help prevent brain related injuries.



WITH
CHANGE
COMES
RESOLUTI
ON!

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