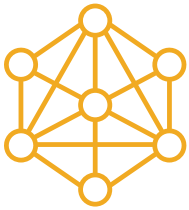


COACH SAFELY CORE VALUES



EVIDENCE-BASED

The sources of all medical information promoted and distributed by the Coach Safely brand is the STOP (Sports Trauma and Overuse Prevention) program of the American Orthopedic Society of Sports Medicine and the Andrews Research and Education Foundation. The STOP program is a collaborative effort of the National Athletics Trainers Association, American Association of Pediatrics and the American Medical Society of Sports Medicine. The Coach Safely course was developed at the Andrews Research and Education Foundation. The leadership of Coach Safely are experts committed to evidenced-based content and are represented on the Coach Safely Board of Trustees to provide medical oversight.



TECHNOLOGY INSPIRED

Ubiquitous state of the art technology is required to meet the challenge of an unfunded statewide mandate to deliver the Coach Safely course content across the varied demographics of every municipality and provide a registry of successful completion. The Coach Safely technology platform that supports the delivery of the course is a proprietary learning management system being used for cyber security training in the banking industry. It is compliant with all governmental regulations. The Coach Safely suite of services is also deliverable on handheld devices. Platform scalability positions Coach Safely for the future.



COLLABORATIVE

Value-added strategic partnering is the core principle in the execution of the Coach Safely mission. ThreatAdvice, technology partner, has a statewide history of delivering training to local banks. And Encore Rehabilitation has a sports medicine footprint that covers every corner of the state of Alabama with "boots on the ground" expertise to engage every community in support of the awareness of parent, education of coaches and the implementing of best practices. Children's of Alabama partners to provide medical oversight and leadership.



COMPREHENSIVE

Coach Safely represents a total risk management solution in youth sports injury prevention and care. Starting with research the Coach Safely brand represents cutting edge of medical information as well as administrative efficiencies and compliance. The continuum of sports medicine and public health is the scope and context of the design of the Coach Safely programs. The Coach Safely approach to mitigating youth sports injuries is to facilitate cross-functional areas of medicine and sports administration with technology.



BEST PRACTICE

A nationwide network of recognized thought leaders contributes to the recommendations that Coach Safely represents to each and every community. Continuous improvements to the community recreation practices in risk management and in the mitigating of youth sports injuries is a core value of Coach Safely. Another area of best practices that is a Coach Safely core values is access to the right care at the right time. Best practices in educating volunteer coaches is at center of the Coach Safely core values.