



## **PRiSM and inCourage Announce New Partnership to Help Address Youth Sports Injuries**

January 13, 2020—Today PRiSM (Pediatric Research in Sports Medicine) announced a new partnership with inCourage, an international organization devoted to keeping kids playing organized sports. Through this partnership, medical professionals from PRiSM’s renowned multi-disciplinary group of pediatric and adolescent sports medicine specialists will provide their subject matter expertise for inCourage’s free solution-based videos and resources.

“The partnership between PRiSM and inCourage will prove to be invaluable to the advancement of our shared safety goals for youth athletes,” said Ted Shaker, cofounder of inCourage. “By working together, we can help improve outcomes and reduce youth sports injuries.”

This partnership enables inCourage to translate PRiSM’s academic research into impactful and actionable videos that will help athletes, coaches and parents make informed decisions around issues like injury prevention and sports specialization.

“Sports medicine professionals often have difficulty getting accurate medical information into the hands of young athletes, their parents and coaches. PRiSM’s partnership with inCourage will get cutting edge, up to date medical information into youth sports affiliates in order to help keep our kids safe playing sports” said Jennifer Beck MD, Communications Chair, PRiSM, Pediatric Sports Medicine Orthopedic Surgeon.

For children and adolescents, sports activities are more than play. Playing sports can improve physical fitness and self-discipline, but because young athletes are still growing, they are at a greater risk for injury than adults. These injuries can lead to long-term health problems and drive children away from sports and physical activity altogether.

“Many pediatric sports injuries and conditions are unique to young athletes, and I am excited to see how inCourage can help increase the impact of PRiSM’s inter-professional team of experts in sports medicine,” said Shaker. “It’s all in service to the kids and a happier, healthier future for youth sports.”



#### About inCourage

inCourage provides evidence-based strategies to help young athletes and adults improve the culture of youth sports and stem the alarming attrition of young people participating in organized athletics. We translate academic research into informative, impactful and actionable solutions that help athletes, coaches and parents understand one another and communicate more effectively. inCourage videos, blogs and other content are free to all. For more information, visit [www.incourage.com](http://www.incourage.com).

#### About PRiSM

PRiSM is a multi-disciplinary group for those providing care to young athletes. Their organization is a collective group of Athletic Trainers, Physical Therapists, Nurse Practitioners, Physician Assistants, Researchers, Primary Care Sports Medicine Physicians and Orthopedic Surgeons. They welcome any medical professional interested in pediatric and adolescent sports medicine and research. For more information, visit [www.prismsports.org](http://www.prismsports.org).