

Tech In The News

Assignment: Football Concussion

Headphones Needed: YES NO

Step One:

Watch These Videos: [Video 1](#); [Video 2](#); [Video 3](#); [Video 4](#)

Step Two:

[Navigate to the Ridell Insite](#) Website and read about the products.
Then read the Article at the bottom of this document.

Step Three:

Create a Word , write a two-page analysis about the use of technology in detecting concussions in football. Include the 5 W's—Who, What, Where, When, Why??

Step Four:

Discuss the Pros/Cons of the Insite System from the viewpoint of the players, coaches, parents. List at least five (5) other sports that would benefit from this technology. Save the document as Football_your name.

Submit Your
Assignment :

Save the document as **Football_your name**.

To Mr. Amerikaner
Using:

GDrive

Step Five:

[Finally Watch this video](#)

TIME

Thursday, Sep. 06, 2007

Football's \$1,000 Helmet

By Julie Rawe

Coming soon to a worried parent near you: a sales pitch for a \$1,000 football helmet that can monitor the precise location and severity of impacts to little Johnny's head. Leading helmetmaker Riddell plans to begin flooding high schools with take-home brochures this month and to start shipping this concussion-sensing gear to families in November. Says Riddell marketing chief Jim Heidenreich: "If people buy \$1,000 drivers and \$500 baseball bats, we hope they'll spend that kind of money on head protection."

The football field, to borrow a phrase from sports-injury researchers, is an impact-rich environment. Players frequently knock heads, but it's hard to predict which of the many hits will result in brain-rattling concussions, which are relatively few in number and--contrary to popular belief--often occur without loss of consciousness. Eight colleges, including three Big Ten schools, are using the team version of Riddell's high-tech helmets, which wirelessly relay real-time data--gleaned from the same sensors found in car air bags--to a sideline computer that can send a pager alert if a player receives a hit or a series of hits that exceed a certain magnitude. The new system for individual consumers works in much the same way except that the helmet uploads impact data onto a PC after a practice or game and a player's family can log in for a Web-based analysis that may suggest seeking medical attention.

Use of these helmets may seem like a no-brainer. But there's one big problem besides cost: every concussion is different. One player may emerge unscathed from a massive hit, while his teammate starts seeing stars after getting clocked with half as much force. So it's unclear what coaches and parents can do with the impact data, at least until more is known about what causes concussions. "We don't pull people out of a game or a practice simply because they registered some high-value hit," says Kevin Guskiewicz, director of the University of North Carolina Sports Medicine Research Laboratory, who will soon publish five semesters' worth of helmet data from UNC players showing the wide range of force that led to concussions.

To help pinpoint which impacts affect brain function and how, Brown, Dartmouth and Virginia Tech are starting five-year study using the sensor-laden helmets that is funded by the National Institutes of Health. The study's principal investigator, Richard Greenwald, co-invented the monitoring technology, and his company, Simbex, is already making inroads into other markets. It just completed an Army order for 20 combat helmets equipped with sensors to monitor bomb blasts and is working on a deal to sell ski helmets that can track the head banging that snowboarders often endure on half-pipes and terrain fields. Greenwald's two young sons have been wearing prototypes on the slopes as well as data-streaming wrist guards Simbex is developing. Let the impact monitoring, er, games, begin.

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Program offers baseline concussion tests for football players

By Rhiannon Potkey

Posted August 14, 2012 at 4:14 p.m.

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PHOTO BY KAREN QUINCY LOBERG, VENTURA COUNTY STAR // BUY THIS PHOTO

Football players line up for Brett Darrington, who examines Damian Ramos, a junior varsity lineman, for a concussion tests at Body Logic Sports Therapy in Westlake Village. Business owner Scott Blatt offers the team exams for free and hopes to set a safety testing standard for high school athletes.

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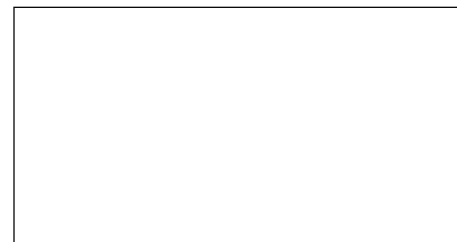
Jody Carr learned the hard way about the perils of a concussion.

Carr's middle son suffered a severe concussion during a high school playoff game in St. Louis last season that ended his football career.

A clear head



Videos



The family moved to Westlake in June, and Carr's youngest son, Adam, signed up to play freshman football at Westlake High.

1 of 4

Jody Carr was heartened to learn how seriously the program deals with head injuries. Last Friday, she accompanied Adam to Body Logic Sports Therapy in Westlake Village so he could take a baseline concussion test.

Spearheaded by head trainer Scott Blatt, Westlake's program requires every player to complete the Sport Concussion Assessment Tool 2 form.

The form can be used to compare scores if a player suffers a head injury at any point during the season.

"I can't even tell you as a mom of a boy who had a concussion how incredibly impressive this is," Jody Carr said. "They aren't just handing out a piece of paper with signs and symptoms for concussions, and they stand behind their actions. I heard the coaches several times tell the kids not to forget their concussion appointment."

Blatt and his staff are in their second year of conducting the baseline testing for players at Westlake and Thousand Oaks highs free of charge.

"It's just another tool to help determine if you are able to return to play," Blatt said. "By no means is it used to diagnose a concussion or used to determine solely if someone returns to play. It's just a piece of the pie."

Blatt has been interested in concussions since he started his career. But only recently has he found a more receptive audience in light of the increased media attention being paid to head injuries in the NFL.

"It's been my passion since my first days on the football field in 1993, and I have been kind of pushing our program to be ahead of the curve," Blatt said. "The thing is with a knee or ankle injury, the evaluation is clear. But you can't see what is going on in the head. With a concussion it's very subjective, and if you allow a child to return to play that has symptoms still persisting the consequences could be catastrophic."

According to the Centers of Disease Control and Prevention, teenage football players suffer nearly two million brain injuries every year.

Players who suffer one concussion are more prone to suffer another, which leads to a higher risk of persistent headaches, dizziness and sleeping issues.

Blatt's goal is to expand the baseline concussion testing to other schools in the Conejo Valley School District. He has met with district officials to discuss the possibility and hopes to find a sponsor to fund the program.

"I want to implement something so we all have the same game plan to follow and everybody follows the same guidelines and are on the same page," Blatt said. "The next step is to get the Marmonte League together, and all the athletic directors are interested in it already."

Beyond just the concussion testing, Blatt wants to provide more education about head injuries to the coaching staffs at schools.

"My push has been for every coach to be CPR certified at the beginning of the

season and make sure all of them are concussion management certified and



Showing 1 - 4 of 8 videos

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Football Teams By League

CL ML PVL TVL FL

CHANNEL LEAGUE SCHOOLS

Buena High School
Bulldogs



Dos Pueblos High School
Chargers



San Marcos High School
Royals



Santa Barbara High School
Dons



Ventura High School
Cougars

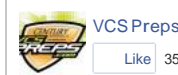


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VCS Preps shared Ventura County Fusion's photo.

The world's most famous ballboy was with the Swans in Ventura County last year.



Anyone recognize who is 5th from the right? In front of Laudrup.

22 hours ago

Facebook social plugin

understand the signs and symptoms of concussions," he said. "It is so important for them to be able to recognize when one of their athletes may have a head injury."

During the baseline testing, Westlake players rotated through seven stations in assembly line fashion.

They met with trainers and therapists to conduct neurological screenings, balance drills and memory testing among other things.

Senior lineman Tony Mekari is glad Westlake has the program in place.

"It is good to be prepared if something happens," said Mekari, who suffered a mild concussion in 2007. "I don't think you can completely stop people from getting concussions, but if we have this, at least we take another step to be safer."

Westlake senior cornerback Dashon Hunt has become more cognizant of his actions on the field to limit the chances of suffering a head injury.

"I try not to get my head involved too much with tackles and keep my head up. I tell my teammates the same thing," Hunt said. "If you take a helmet-to-helmet blow with someone who is bigger than you, most of the time the bigger guy is going to win. I try to remind everyone to pick their head up because concussions do happen in football a lot."

Jody Carr can vouch for that.

Her son, Jameson, 17, suffered a helmet-to-helmet hit in a playoff game last season. He immediately noticed ringing in his ears, but continued to play the remainder of the game.

He was diagnosed with a severe concussion a few days later and missed six weeks of school. He decided to quit football, and still has some short-term memory problems and headaches.

"His brain was like Jell-O right after. There was no way he could play again," Jody Carr said. "He finally said, 'Mom, I am done.' But a lot of kids with concussions go right back out there because they want it so bad. They don't self-regulate. But they

need to realize how important it is. If you break a leg or finger, it can heal. If you mess up you brain, that is the only one you have."

Blatt has been collaborating with Cal Lutheran trainer Kecia Davis and Moorpark College trainer Vance Manakas to find the best methods for concussion

management.

He also is working with neurologist Dale Sue, who is conducting a study that checks the pathways of the brain to see if they are altered by a concussion.

If a player suffers a concussion this season, Blatt will send them to visit Sue at Rolling Oaks Radiology in Thousand Oaks within the first 48 hours of the injury.

"I think it's important that we all pull together and find the best system that works," Blatt said. "It's not only important for individual schools, but for the entire community. This is something where everybody can win."

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Tackling concussions head on

WHS grad develops mouthpiece that measures force of impact

By Sylvie Belmond
belmond@theacorn



INVENTORS— Bob Merriman, left, and Anthony Gonzales founded Force Impact Technologies in 2013. The pair is developing a mouthpiece that can detect the force of an impact and let a person know if they've been concussed. The idea for their creation was shared

During a college rugby game in 2011, Anthony Gonzales was involved in a collision that left him confused and briefly unable to remember where he was or what he was doing.

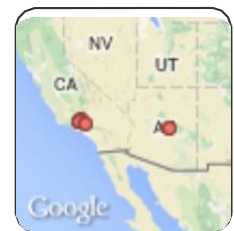
The lifelong athlete tried to resume play, but a teammate who was a trained emergency medical technician and pre-med student recognized the signs of a possible concussion and recommended that Gonzales stay out of the game until further examination.

“It was just foggy. I was concussed and shouldn't have been on the field. Thankfully my friend noticed that and I stopped playing the game,” said Gonzales, a 2007 Westlake High School graduate who grew up in **Oak Park**.

The incident was the catalyst for an invention created by Gonzales and his business partner, Bob Merriman. The



Where's the story?



6 Points Mentioned

with a national audience during a recent episode of

CNBC's
“Make

Me a

two attended
Arizona State

**EVALUATOR—
The FITGuard
mouthpiece
was
co-developed
by Anthony
Gonzales, a
2007 Westlake
High School
graduate. The**

**Millionaire Inventor.”
Courtesy of Ben Arnold**

University
business
school and

device contains LED lights that change color to indicate the level of impact an athlete has received, helping to assess the seriousness of a head injury. Courtesy of Force Impact Technologies

have developed a mouth guard that can evaluate the seriousness of a head injury.

FITGuard was introduced to the public on the Aug. 12 premiere episode of CNBC’s “Make Me a Millionaire Inventor.”

Gonzalez and Merriman established their company, Force Impact Technologies LLC, in 2013 to develop the mouth guard, which contains LED lights that change color to indicate the level of impact a player has received.

The product can be used in any activity where there is a potential for head trauma, including horseback riding, hockey and snowboarding.

“It’s not just for contact sports; it’s for any activity where you have the risk of an injury,” Gonzales said.



By detecting the possibility of concussion, FITGuard could prevent long-term brain damage, he said.

Force Impact Technologies was one of two participants in the reality series’ premiere. On the show, engineers work with inventors to develop their product and a marketing pitch and to find investors.

Christopher Burch, founder and CEO of Burch Capital Creative, agreed to invest \$100,000 to help bring the new mouth guard to market.

“I want you to know you have done an amazing job. It’s guys like you that actually make the difference,” Burch told the entrepreneurs on the show.

Gonzales said he and Merriman look forward to working with Burch, a proven businessman, to take their endeavor to the next level. The investment will help the company complete a working prototype that will be tested at USC’s impact-injury lab in [Los Angeles](#).

It also allowed Gonzales to collect a small salary, the first he’s received in over two years.

“My passion led me to make the sacrifice. I truly just believe and breathe this idea. To me, it was never an option not to do this,” said Gonzales, who resigned from Avnet Inc. in 2013 to pursue the development of Force Impact Technologies full time.

Gonzales, 26, attended elementary and middle school in [Oak Park](#) before transferring to [Westlake High](#) to participate in wrestling and water polo. He and his girlfriend live in [Los Angeles](#).

Merriman, 34, and his wife and two children live in [Arizona](#). He continues to work for an electronics distribution firm.

Moving forward

Force Impact Technologies was recently accepted into a new program called [Make in LA](#), which is backed by NEO Tech, an independent manufacturer of electronic components.

“It’s like a boot camp for startups,” said Gonzales, who began the four-month accelerated program in [Chatsworth](#). The program gives entrepreneurs access to a workspace, mentors and the tools they need to create a working and fundable prototype.

Force Impact Technologies is composed of eight people, including its two founders.

Shaun Arora, general manager for [Make in LA](#), said Gonzales and his company show promise.

“We feel like at this stage, we can coach Anthony as he develops into a rising CEO. Force Impact is a company making products that may save lives, something that resonated strongly with me from my NEO Tech days,” Arora said.

Gonzales said his friends and family invested a combined \$100,000 in the company.

“But that money was already spent, so there was no quitting or packing up shop. The only direction was forward,” he said.

Gonzales’s stepfather, Mark Darcy of [Oak Park](#), who invested \$25,000, believes in the company’s vision and product.

“More than anything, it was the size of the potential market. The concussion thing is a big story right now and a serious problem, which this product seeks to address,” Darcy said, adding that even when Gonzales was a child he had an entrepreneurial spirit.

Gonzales said he and Merriman were going to vie for a spot on ABC’s “Shark Tank,” which also helps entrepreneurs get funding, but they pulled out of that show in favor of the CNBC production.

“Shark Tank is very noncommittal. They won’t guarantee you getting on the show or getting screen time,” Gonzales said. “But this show (‘Make Me a Millionaire Inventor’) guaranteed we would be on TV and in front of an investor. It also provided engineering support. That’s why, to us, it was such a better opportunity.”

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