

THE NFL COMMITMENT: TAKING ACTION ON DOMESTIC VIOLENCE AND SEXUAL ASSAULT



WITHIN THE LEAGUE...

UPDATED PERSONAL CONDUCT POLICY

- o Consulted **150+ experts** to review and overhaul conduct rules
- o Hired **2** new league executives with criminal justice backgrounds and **4** consultants with field expertise
- o Appointed **9** owners to **Conduct Committee**
- o Drafted clear, fair, and consistent investigatory and discipline protocols
- o Added new domestic violence and sexual assault (DVSA) policy measures including:
 - o Free evaluation and counseling services for victims, families, and violators
 - o Clear standards for placing violators on administrative leave during investigation
 - o DVSA violations = baseline 6-game suspension without pay
 - o 2nd DVSA offense = banishment from the NFL
 - o Clear appeal process on disciplinary decision

INDIVIDUAL AND FAMILY SUPPORT



NFL LIFELINE (800) 506-0078

The league offers a **24-hour, free, confidential**, and **independently operated** resource with trained counselors to help individuals in crisis



CLUB AND LEAGUE CRITICAL RESPONSE TEAMS (CRT)

The league has specially trained more than **200** league and club leaders to provide immediate and confidential crisis assistance —safety, medical, social services, and legal— to anyone in the NFL family, including spouses, significant others, or other family members who experience abuse. More than 20 clubs have already established CRTs

ALL 32 NFL CLUBS WILL HAVE CRTs BY THE END OF **2015**

COMPREHENSIVE EDUCATION AND TRAINING PROGRAMS



MANDATORY LEAGUE-WIDE DVSA EDUCATION

Completed by more than 6,000 men and women in the NFL family, including all 32 club staffs, players, owners, league personnel and coaches



2015 NFL DRAFT AND ROOKIE SYMPOSIUM SOCIAL ISSUE EDUCATION

All prospects took part in a DVSA education session during the Draft, and all rookies at the Rookie Symposium attended a DVSA prevention and bystander intervention presentation

MOVING FORWARD

- o The 2015 continuing education program builds on the initial education presentation from last season, focusing on DVSA and integrating DUI. It is being facilitated by A Call to Men and includes a series of first person videos and a strong bystander focus
- o The program kicked off this summer and will continue throughout Training Camp and into the fall
- o Players, football personnel, league and club staff will take part
- o Additional education will continue on an ongoing annual basis

DOMESTIC VIOLENCE AND SEXUAL ASSAULT AFFECT EVERY COMMUNITY ACROSS THE NATION

IN STAGGERING NUMBERS...



23.6 MILLION

PEOPLE IN THE U.S. ARE VICTIMS OF RAPE

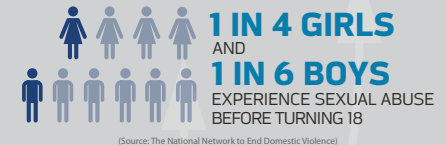
(Source: Joyful Heart Foundation)

3 WOMEN

IN THE U.S. ARE KILLED EVERYDAY BY A CURRENT OR FORMER INTIMATE PARTNER

(Source: The National Network to End Domestic Violence)

ACROSS ALL AGES...



APPROXIMATELY

15.5 MILLION

CHILDREN ARE EXPOSED TO DOMESTIC VIOLENCE EVERY YEAR

(Source: The National Network to End Domestic Violence)

25% OF YOUNG WOMEN AND **7%** OF YOUNG MEN SUFFER UNWANTED SEXUAL INCIDENTS IN COLLEGE

(Source: 2015 Kaiser Family Foundation/Washington Post survey)

AT A HIGH COST TO SOCIETY...

IN THE U.S., **RAPE IS THE MOST COSTLY CRIME TO VICTIMS**, TOTALING

\$127 BILLION

A YEAR

(Source: The National Network to End Domestic Violence)

DOMESTIC VIOLENCE COSTS U.S. EMPLOYERS UP TO

\$13 BILLION

EACH YEAR

(Source: The National Network to End Domestic Violence)

BETWEEN **1/4 & 1/2** OF DOMESTIC VIOLENCE VICTIMS **LOSE THEIR JOBS** DUE TO DOMESTIC VIOLENCE

(Source: The National Network to End Domestic Violence)

“OUR HOPE IS TO HAVE AN IMMENSE IMPACT ON SOCIETY. WE STARTED WITH OUR INTERNAL NFL FAMILY, BUT OUR EXPECTATIONS ARE MUCH BROADER THAN THAT. WE ABSOLUTELY FEEL THAT RESPONSIBILITY, THAT OBLIGATION TO OUR SOCIETY. OUR IDEA IS TO BE THE LEADER IN THESE AREAS.”

–ANNA ISAACSON,
SENIOR VP OF SOCIAL RESPONSIBILITY



AND BEYOND...

THE NFL IS SUPPORTING
MULTI-MILLION DOLLAR, MULTI-YEAR COMMITMENTS TO:

1. Reduce DVSA incidents
2. Increase support services for victims, perpetrators and families
3. Elevate the profile of sexual violence prevention
4. Streamline access to resources

THE NATIONAL DOMESTIC VIOLENCE HOTLINE



WITH NFL SUPPORT...

- Increased response capacity and people assisted
- Opened a Washington D.C. policy and digital services office
- Expanded loveisrespect’s Start Talking curriculum, a program designed to empower teens and young adults to prevent and end dating abuse

RESPONSE CAPACITY: **25%** POST FUNDING PEOPLE ASSISTED:

46% MORE
52,000 MORE
PEOPLE ASSISTED YEAR OVER YEAR
PEOPLE THAN 2014 TO DATE
(1st 6 MONTHS OF 2015)

MOVING FORWARD

- Expand access to support and services to continue to accommodate more people
- Educate additional service providers and advocates with wellness, assessment, and cultural competency trainings
- Offer legal advocacy programs to victims, among other activities
- Create the only national hotline dedicated to serving Native American women affected by domestic violence

THE NATIONAL SEXUAL VIOLENCE RESOURCE CENTER



WITH NFL SUPPORT...

Increased sexual violence hotline accessibility and rape crisis services for underserved populations in **49** states and five U.S. territories

MOVING FORWARD

- Elevate awareness and improve the nation’s understanding of the complexities surrounding sexual assault, and how it can be prevented
- Administer a grant program to the field to expand effective programs
- Open a Washington D.C. policy office and increase staff in the field
- Access to support services for victims and survivors, while increasing intervention access to treatment for people at risk of causing harm

RAISING AWARENESS OF DOMESTIC VIOLENCE AND SEXUAL ASSAULT

CLUB LEVEL

All **32** NFL clubs partnered with a total of **75** local domestic violence and sexual assault organizations

- Local workshops, abuse intervention programs, women’s shelter support programs, crisis center fundraisers, high school healthy relationship assemblies, local awareness and public service campaigns, as well as used cell phone and computer donation drives for individuals receiving domestic violence and sexual assault support

NATIONAL LEVEL

NFL worked with **NO MORE** and **Joyful Heart Foundation** to air public service announcements, including one that aired during the Super Bowl, with **1.9 billion** media impressions
(Source: Nielsen)

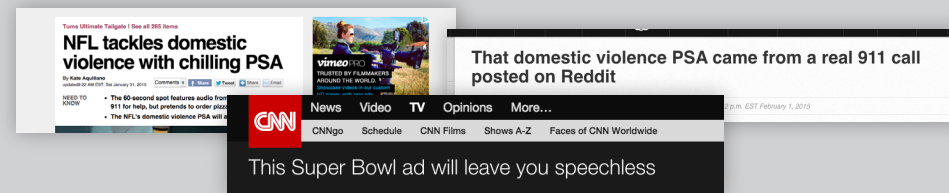


12,866
NUMBER OF TIMES
DVSA PSAs AIRED ON TV
(Source: Nielsen)

\$51M+
AD VALUE DONATED
BY THE NFL
(Source: Ad Age)

965M+
VIEWERS OF DVSA PSAs
DURING NFL BROADCASTS
(Source: Nielsen)

114M+
VIEWERS OF 2015
SUPER BOWL PSA
(Source: Nielsen)



INCREASING REACH OF YOUTH CHARACTER EDUCATION



- **Character Development Curriculum Initiative:** Statewide pilot program to increase reach and scale of character curriculum nationwide focusing on high school coaches of all sports
- **Call to Coaches Program:** Video distributed to 60k+ high school coaches
- **Super Bowl High School Honor Roll:** Character education curriculum provided to selected high schools with Super Bowl history
- **NFL High School Character Development Summit:** Interactive character development summit of 50+ high school coaches. Additional forums to be held in 2015 and 2016 in NFL markets