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Indiana Continues with Implementation Phase of InSideOut Initiative to Combat “Win-at-All-Costs” Sports Mentality

Initiative Supported by Indianapolis Colts, NFL Foundation, IFCA, IIAAA and IHSAA Foundation

Indiana is continuing this week with the next phase of the InSideOut Initiative, which is focused on transforming the culture of the high school “win-at-all-costs” mentality. The initiative, which has the support of the IHSAA Foundation, Indiana High School Athletic Association (IHSAA), Indianapolis Colts, Indiana Football Coaches Association (IFCA), Indiana Interscholastic Athletic Administrators Association (IIAAA), and the National Football League Foundation, takes a critical look at interscholastic athletics by encouraging a system that focuses on the development of the educational, social and emotional well-being of each student-athlete.

Discussion on the initiative will continue at a one-day forum sponsored by the Indianapolis Colts on Tuesday, January 23, where school implementation teams, comprised of a small group of coaches and administrators, will be trained to create a school-specific implementation action plan to help reclaim the educational purpose of sports. Approximately 260 coaches and administrators representing more than 95 different high schools in Indiana are expected to attend the forum at the Ritz Charles in Carmel.



In August, Indiana became the sixth state to launch this initiative, thanks to comprehensive funding from the National Football League Foundation. At Lucas Oil Stadium, the IHSAA Foundation, IHSAA, IFCA, and Indianapolis Colts hosted more than 125 administrators in the educational and sports communities around the state to discuss the “win-at-all-costs” mentality and plan for the implementation of the InSideOut Coaching Initiative. A second forum was hosted in November discussing the strategies on how to improve the athletic culture around each school’s community.

First piloted by the NFL in Colorado and Texas in 2015, the InSideOut Initiative encourages educational leaders, state athletic associations and local NFL teams to partner together to address the brokenness of the sports culture since, without intentional leaders, coaches and supportive communities, sports are more likely to undermine the development of the very character it claims to build. The initiative is engaging stakeholders in strategic conversation to re-define the role of interscholastic sports in the lives of students and communities.

“We are excited to continue to engage key educational leaders and sports organizations from across the state of Indiana in a conversation that reinforces the purpose of education-based athletics,” said Jody Redman, a former college athlete and current high school athletics/activities association associate director and co-founder of the InSideOut Initiative along with Joe Ehrmann, a former pro football player and current educator and the author of InSideOut Coaching: How Sports Can Transform Lives. “The goal is to win – we play, plan and prepare to win every game – but this isn’t the purpose of education-based athletics. The purpose is the human growth and development of the inner lives of students and connecting them to caring adults in their school communities.”

“The InSideOut Initiative stands as a critical opportunity for Indiana high schools to reclaim the narrative about what high school sports and youth sports in general should really be all about” says Bobby Cox, Commissioner of the Indiana High School Athletic Association (IHSAA). “We are excited to continue to implement the InSideOut Initiative in Indiana and enhance the student-athlete experience in the Hoosier State.”

“The IHSAA Foundation is committed and dedicated to protecting, sustaining, and nurturing the proud tradition of education-based athletics in Indiana. The Foundation’s work ensures IHSAA member schools receive the support they need to help their students excel in athletics, the classroom, and their lives” says Matt Wolfert, President of the IHSAA Foundation. “The InSideOut Initiative is one of the great programs that helps us accomplish that mission. It is our duty and privilege to bring this program to life in Indiana. We know this initiative is making a difference in all 92 counties.”

Questions regarding the InSideOut Initiative may be directed to Jody Redman at jody@insideoutinitiative.org or visit <https://insideoutinitiative.org/>

About the Indiana High School Athletic Association, Inc. (IHSAA)

The IHSAA is a voluntary, not-for-profit organization that is self-supporting without the use of tax monies. Since its founding in 1903, the Association’s mission has been to provide wholesome, educational athletics for the secondary schools of Indiana. Its 410 member high schools - public, institutional, parochial and private - pay no annual membership fee or incur entry fees to play in the Association’s tournaments. A state tournament series is conducted annually in 21 sports, 10 for girls, 10 for boys and one co-ed (unified track and field). A 19-person board of directors, elected by member school principals, governs the organization.