

FIELDS & FUTURES
THE FUTURE PLAYS HERE

BASES LOADED
MAY 2019



MIND • BODY
S O U L

SPORTS IMPACT SURVEY
NORTHWEST CLASSEN
HIGH SCHOOL ATHLETICS

190 RESPONSES
2018-2019 STUDENT-ATHLETES

PRESENTED BY



BlueCross BlueShield
of Oklahoma

GROUP1001

SPECIAL THANKS

STEVE COOKE, ENERGY FC HEAD COACH

NORTHWEST CLASSEN HS COACHES

UNKNOWN.STUDIO

NWC STUDENT ATHLETE SURVEY POPULATION

	ALL	MULTI-SPORT		GRADE			
		Yes	No	9 th	10 th	11 th	12 th
BOYS	106	57	49	30	34	22	20
GIRLS	84	43	41	17	20	27	20
TOTAL	190	100	90	47	54	49	40

MIND

85% of student-athletes believe adequate sleep is vital to their athletic & academic performance.

The American Academy of Sleep Medicine recommends teenagers 13 to 18 years of age should sleep 8 to 10 hours per day, on a regular basis, to promote optimal health.

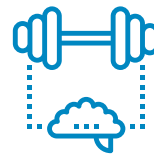


STUDENTS W/ 8+ HRS OF SLEEP

NATL AVG	27%
SCHOOL NIGHT	35%
PRE-GAME NIGHT	51%

STUDENTS WHO BELIEVED SLEEP HELPED PERFORMANCE

FRESHMEN	68%
SENIORS	83%
SINGLE-SPORT	72%
MULTI-SPORT	83%



SOCIAL MEDIA PLAYING FIELD

	NATL AVG	ALL	FEMALE	MALE
ADMIT TO BEING ADDICTED	24%	29%	33%	26%
CHECKS A FEW TIMES AN HOUR+	47%	63%	70%	57%
BELIEVE IT IS IMPORTANT	40%	11%	11%	10%

WHEN PLAYING TEAM SPORTS



50% of athletes care less about 'social media drama.'



54% of athletes spend less time on social media.

In 2018, a national survey found that texting (35%) was the most preferred communication type amongst friends...

...overtaking in person (32%)! 😬

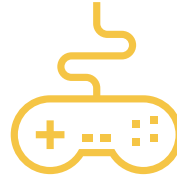
Thankfully, 72% of NWC student athletes said talking in person is their preferred way to communicate.

Only 16% said texting! 🗣️ ⬇️

100 🔥

Ok. Meet you at the gym at 6 💪 🤝

WHEN PLAYING TEAM SPORTS



81% of athletes consume fewer than 2 hrs of TV, video games, or digital media daily.



70% of girls said they were **more motivated** to meet **in person over online**.



68% of males said it is **easier to make friends** who are positive influences.

BODY

ON SUMMER & SCHOOL BREAKS

74% of student-athletes exercise 5-7 days a week.

WHEN PLAYING TEAM SPORTS

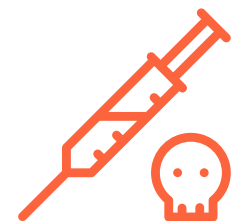
Student-athletes average 1h 45m of daily exercise.



91% of student-athletes met or exceeded health guidelines for weekly, intense exercise.



2 out of 3 student-athletes are more motivated **to eat healthier and exercise on their own.**



68% of athletes are more motivated **to say no to drugs, alcohol, and tobacco** when playing team sports.

WHEN PLAYING TEAM SPORTS

73%

OF STUDENT-ATHLETES
FELT MORE VALUED &
APPRECIATED BY THEIR
TEAMMATES & COACHES.



83%

OF GIRLS



FEEL MORE
CONNECTED
TO THEIR
COMMUNITY



69%

OF BOYS



80%

OF STUDENT-ATHLETES
TAKE PRIDE IN MAKING
COMPROMISES THAT
BENEFIT THE TEAM.

90%

OF GIRLS BELIEVE
PARTICIPATING
IN TEAM SPORTS WILL
HELP THEM LATER IN LIFE.



89%

OF FRESHMAN STRONGLY
BELIEVE TEAM SPORTS
HAVE GIVEN THEM MORE
CONFIDENCE TO ACHIEVE
LONG-TERM GOALS.