

The Boston Globe

Founded 1872

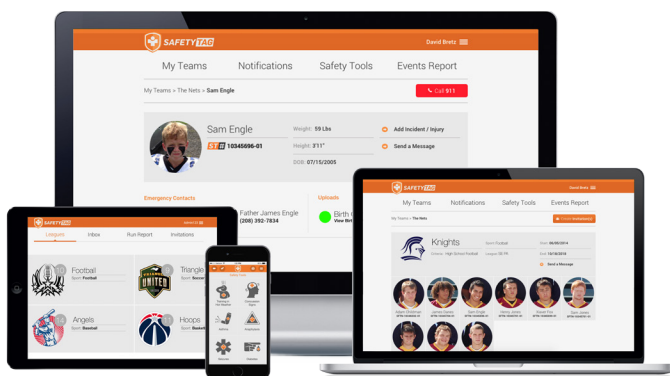
Belichick's Foundation Aims to improve Safety in Youth Sports

The Bill Belichick Foundation took a step toward improving the safety of New England youth football players on Wednesday, announcing a partnership with Safety Tag, an online platform that improves communication between coaches, parents, and league administrators.



Safety Tag is based around an updatable, mobile-accessible, secure platform that allows for real-time incident reporting and creation of emergency response plans. Coaches and league administrators can also instantly access relevant player information, such as emergency contacts, waivers, and health records, which are inputted by parents.

Parents also have access to team information and a profile of their child's coach.



“Safety on the field is critical in the world of youth sports, where there often isn’t a team doctor or group of trainers like there is in the NFL. Timely access to information can make a big difference,” Belichick said in a statement. “The focus fits right in line with the mission of our foundation, and enables us to impact the game of football where it is played. We’re proud to help roll out this innovative technology to sports programs that will benefit from it.”

Belichick's foundation was established in December 2013 with a focus on his two favorite sports: football and lacrosse. The foundation's primary focus is to “provide coaching, mentorship, and financial support to individuals, communities, and organizations.”

That has meant providing scholarships to both individuals and organizations, and the foundation also purchased a 75-seat area at all Boston Cannons home lacrosse games this year, with different groups at each game.

The partnership with Safety Tag is a slightly different direction.

“We’re thrilled to have the Bill Belichick Foundation as our initial benefactor of the Safety Tag Scholarship Program for New England area youth football,” Safety Tag CEO Michael Buono said. “We applaud Coach Belichick’s thought leadership and his support of volunteer youth coaches to provide a better, safer game for their players. He shares in our mission to prioritize safety in youth sports and ensure our volunteer coaches have all the necessary tools to keep our children safe.”

Belichick also has agreed to join the company’s advisory board, a group that includes baseball Hall of Famer Cal Ripken, Ravens owner Steve Bisciotti, and NFL Network analyst Mike Mayock.

New England youth football programs interested in being considered for the Safety Tag pilot program should visit the Belichick Foundation website at billbelichickfoundation.org.