

#ACLpledge Media Toolkit

Thank you for helping us launch and amplify the #ACLpledge, a campaign from the National ACL Injury Coalition.

Below, you can access graphics, an email template, suggested copy, and campaign hashtags. We invite you to share these assets across your platforms to help spread awareness of this critical issue.

Take the Pledge: [[Pledge URL](#)]

Download Graphics: [[Link to Google Drive Folder](#)]

Sample Caption to Pair with Graphics:

- “ACL injuries are rising fast among athletes, but two decades of research shows that neuromuscular training can reduce non-contact ACL injury risk between 50-80%

That’s why we’re taking the #ACLpledge to build a safer, smarter future for youth sports. Take the pledge and access free tools that help keep athletes on the field and active for life: as.pn/ACLpledge”

Hashtags to Include:

#ACLpledge #ACLcoalition

ACL Coalition Handles:



@[AspenProjectPlay](#)



@[AspenInstSports](#)



@[AspenInstSports](#)

Additional Talking Points to Share:

- 26% rise in ACL injuries since ‘07. Agility sports and girls most at-risk.
- Solutions: Start with Neuromuscular Training (NMT). 50-80% fewer injuries with simple exercises done regularly.
- 9 in 10 athletes say they would complete a program if it could prevent injuries, but only 15% have.
- Just 1 in 5 coaches say they implement proven programs. Why not? Lack of time, knowledge and club priority.

[Email Template]

Hi Friends,

I'm reaching out to share an important effort that I'm supporting: the [#ACLpledge](#), a campaign from the [National ACL Coalition](#) to raise awareness and inspire action on the ACL injury crisis in youth sports.

Why this matters:

Amidst [rising rates](#) of ACL injury in teen athletes, research continues to show that simple exercises done regularly can keep athletes on the field and active for life. Unfortunately, sports programs rarely implement this [neuromuscular training \(NMT\)](#).

Experts now call for public efforts to rally youth sports around NMT, a proven solution to reduce risk. It's clear that we can (and must) do a better job elevating the problem of injury and, more importantly, the NMT solution, in the public's consciousness.

How the pledge works:

The #ACLpledge calls on program leaders, coaches, parents, athletes, administrators, experts and influential voices to take actions that will improve their understanding of the ACL injury crisis/solutions, raise awareness in their community and make neuromuscular training a priority.

Taking the pledge is simple:

1. Sign the ACL Pledge Form: [\[Pledge Link\]](#)
2. Take Action(s): Choose one or more [actions](#) to address this crisis
3. Join the Conversation: Share your commitment using #ACLpledge and tag us on [LinkedIn](#), [Twitter](#) and/or [Instagram](#)

The goal: 10,000 pledges by 2027.

Thank you for your support in combating this crisis!

[Your Name]