WHAT THE NFL IS DOING

UPDATING THE LEAGUE’S PERSONAL CONDUCT POLICY
The NFL has exhaustively reviewed and overhauled its Personal Conduct Policy, having consulted more than 150 leading experts. The new policy provides tough and clear rules to govern accountability for misconduct and establishes a fair and consistent process for player and employee discipline. The NFL has also created a Conduct Committee of owners responsible for regularly reviewing and recommending changes to the Personal Conduct Policy going forward. Subject-matter experts, former players, and executives will continue advising both the Conduct Committee and the Commissioner and his staff so the NFL always has the right voices at the table on both education and discipline.

DEPLOYING A COMPREHENSIVE EDUCATION AND TRAINING PROGRAM
More than 5,000 men and women in the NFL family are receiving education on domestic violence, child abuse, and sexual assault. Attendance is mandatory for all league and club personnel, including owners, coaches, and executives. Family members and loved ones are highly encouraged to attend. All 32 NFL clubs will complete the program by mid-December, and additional education will continue on an ongoing basis. The NFL is committed to ensuring everyone understands the full scope of behavior that constitutes domestic violence, sexual assault, and child abuse and is familiar with the warning signs. Bystander intervention—how individuals can appropriately and safely help those at risk—is a key focus area.

PROVIDING INDIVIDUAL AND FAMILY SUPPORT
The NFL is working with nationally recognized experts to help prevent and respond quickly to family violence and sexual assault, including the formation of specially trained league and club-level Critical Response Teams. When a situation arises, these teams will focus on providing immediate and confidential assistance—safety, medical, legal, and financial—to anyone in the NFL family, including spouses, significant others, or other family members who experience abuse.

SUPPORTING LEADING DOMESTIC VIOLENCE AND SEXUAL ASSAULT AWARENESS AND PREVENTION GROUPS
The NFL is supporting the National Domestic Violence Hotline and the National Sexual Violence Resource Center, resulting in new hires to expand call volume capacity for the Hotline and additional resources for local sexual assault organizations supported by the NSVRC.

RAISING AWARENESS OF DOMESTIC VIOLENCE, CHILD ABUSE, AND SEXUAL ASSAULT
In collaboration with the NO MORE campaign and the Joyful Heart Foundation, the NFL is airing Public Service Announcements during games—including a new PSA featuring current and former NFL players—to urge a national conversation on these pressing issues.

PROMOTING PROGRAMS THAT DEVELOP THE CHARACTER OF YOUNG PEOPLE
The NFL is expanding awareness and education efforts to include programs that focus on age-appropriate character development, healthy relationship education, as well as dating violence, domestic violence, child abuse, and sexual assault education programming for those who play, coach, or manage the game in college, high school, and youth football. The league recently sent a video to thousands of high school coaches across the nation to encourage them to engage in discussions of family violence and sexual assault with their players.