



Missouri State High School Activities Association

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Missouri Launches InSideOut Initiative with Chiefs, MSHSAA and NFL Foundation

The partnership represents a statewide commitment to purpose-based high school athletics programs, developing the social-emotional and character growth of student-athletes

Columbia, Mo, – The InSideOut Initiative—a national movement that empowers and equips school communities to implement purpose-based athletics—will launch soon in Missouri, in partnership with the Kansas City Chiefs, Missouri State High School Activities Association and the NFL Foundation.

As the COVID-19 pandemic introduces a significant disruption to normal day-to-day life for young people, high school athletics programs have a unique role to play in contributing to a sense of belonging and community that is so desperately needed.

School systems all over the country are diligently working to support the academic, social, emotional and character development of students. Yet historically, state, district, and school leaders uniformly dismiss interscholastic athletics as a viable tool to address this need. The InSideOut Initiative provides training for educational leaders, athletic administrators, coaches, and community-stakeholders and supports schools in redefining and reframing the value of sports as a platform to develop the human potential of students.

“The Missouri State High School Activities Association is honored to work with the World Champion Kansas City Chiefs, Joe Ehrmann, Jody Redman, and the InSideOut Initiative,” said Dr. Kerwin Urhahn, MSHSAA Executive Director. “Returning the focus on the purpose of high school sports and activities to preparing students for life after high school through the avenue of sports and activities will have a tremendous effect on the social-emotional and character development of students across Missouri. As we continue to deal with the many challenges before us, this initiative is timely and critical at this point in our society.”

Since its inception in 2015, the InSideOut Initiative has impacted nearly 4 million student-athletes across 15 states—connecting them to transformational coaches in a nurturing community. The Initiative is uniquely innovative in that it is the first systems-level intervention to prioritize social-emotional and character development in high school athletics.

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“The MSHSAA promotes the value of participation, sportsmanship, team play and personal excellence to develop citizens who make positive contributions to their community and support the democratic principles of our state and nation.”

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“The Kansas City Chiefs are thrilled to support the launch of the InSideOut Initiative across the state of Missouri,” Chiefs Director of Community Engagement Gary Spani said. “Social-emotional and character development is a critical approach to ensuring young athletes develop the important life skills that will stay with them long after organized sports are done – empathy, determination, courage, self-esteem, dignity and more. We’re honored to work alongside the Missouri State High School Activities Association to roll this unique program out to coaches and young athletes around Missouri and look-forward to helping shape important life experiences for them.”

For sports to provide students with the human growth and moral development opportunities, school communities must redefine and reframe the educational value of participation in athletics. Missouri is committed to doing this work, starting now.

About the InSideOut Initiative

The InSideOut Initiative (ISOI) is a national movement that empowers and equips school communities to implement purpose-based athletics by connecting student-athletes to transformational coaches in a nurturing community for their social-emotional and character development. Through the InSideOut System and InSideOut Philosophy, schools redefine and reframe the educational value of sports as a platform to develop the human potential of students.

About the Missouri State High School Activities Association

MSHSAA, based in Columbia, Missouri, is a leadership organization for high school sports and performing arts activities. Since 1926, MSHSAA has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. MSHSAA sets a direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. MSHSAA oversees play for 19 sports for boys and girls at the high school and junior high levels; in addition to three activities. Through its 732-member schools, MSHSAA reaches nearly 300,000 participants in high school activity programs. For more information, visit the MSHSAA website at www.mshsaa.org.

About the Kansas City Chiefs

Founded as the Dallas Texans in 1960 as a charter member of the American Football League (AFL) by sports pioneer Lamar Hunt, the franchise moved to Kansas City in 1963 and became known as the Kansas City Chiefs. The team currently competes in the West Division of the American Football Conference (AFC) in the National Football League (NFL) and has won two World Championships – Super Bowls IV and LIV. Under the guidance of the Hunt Family and the leadership of Chairman and CEO Clark Hunt, the mission of the Kansas City Chiefs is to Win with Character, Unite our Community, Inspire our Fan and Honor Tradition. For information about the Kansas City Chiefs, visit www.chiefs.com or follow @Chiefs on Twitter, Instagram, Snapchat, or search Kansas City Chiefs on Facebook.

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