

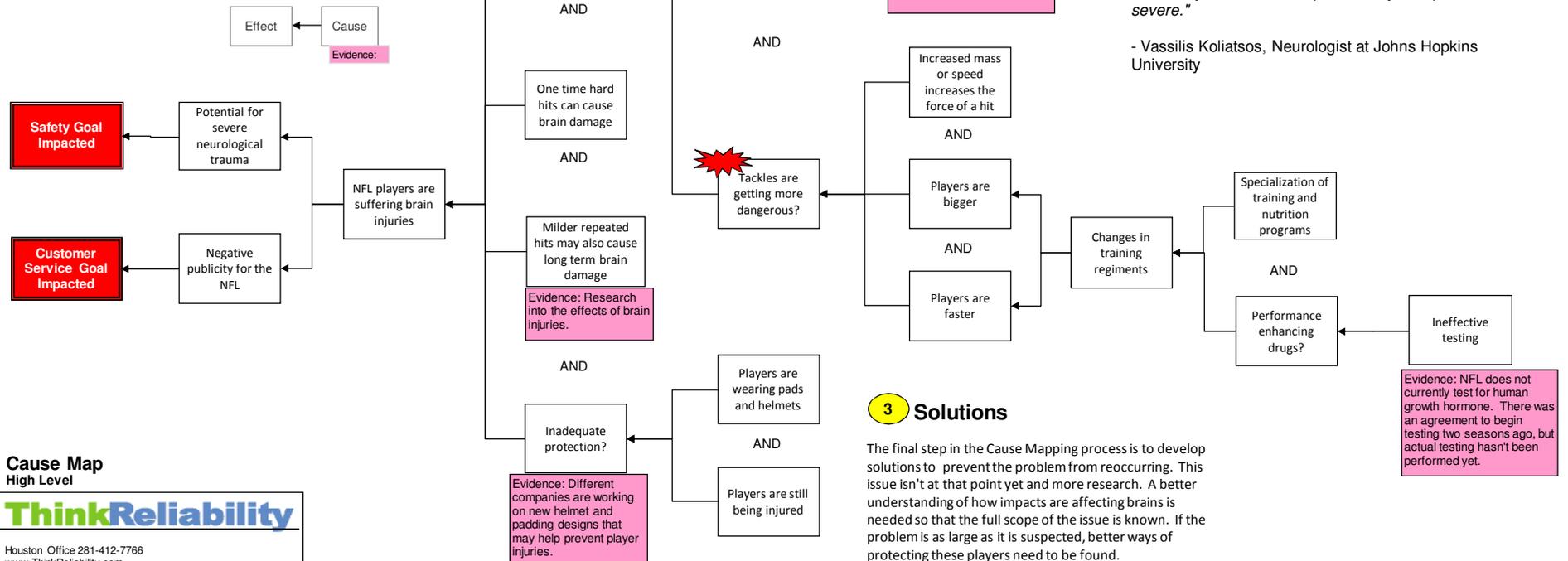
Is the NFL Getting More Dangerous?

USA
February 2013

1 Problem

What	Problem(s)	NFL players are suffering long term brain injuries
When	Date	Ongoing
	Differences	Players are getting bigger and faster
Where	Physical Location	USA
Impact to the Goals		
	Safety	Potential for severe neurological trauma
	Customer Service	Negative publicity for the NFL

2 Analysis



Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.

CAUSE MAPPING

Problem Solving • Incident Investigation • Root Cause Analysis

- Step 1 Problem** What's the
- Step 2 Analysis** Why did it
- Step 3 Solutions** What will

"Faster, heavier, more aggressive players will absolutely increase the impacts. They are quite severe."

- Vassilios Koliatsos, Neurologist at Johns Hopkins University

3 Solutions

The final step in the Cause Mapping process is to develop solutions to prevent the problem from reoccurring. This issue isn't at that point yet and more research. A better understanding of how impacts are affecting brains is needed so that the full scope of the issue is known. If the problem is as large as it is suspected, better ways of protecting these players need to be found.

Cause Map
High Level

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