



Boxing, Head Trauma and Safe Boxing Practices

Jacob LoCascio

Faculty Mentor: Satarupa Dasgupta

Communication Arts

Ramapo College of New Jersey, Mahwah, 07430

Introduction

The topic of my project is head trauma and boxing. My campaign will seek to educate both boxers and people who are interested in boxing about the risks of head trauma that are associated with the sport. I will then try to convince boxers and people who are interested in boxing to follow my campaign's recommendations for how to box safely and avoid serious brain trauma.

Objective

Persuade boxers and those interested in boxing to follow the campaign's recommended boxing practices.

Analysis/Conclusion

I hope to change the boxing culture for the better so it is more conscious of and sensitive towards brain health and safety. My literature review uncovered that taking too many fights and sparring too intensely can result in long term brain damage. To avoid this negative health consequence, my campaign primarily recommends that boxers limit the amount of fights they take and engage in light instead of heavy sparring. I will communicate these methods through commercials and boxing seminars taught by professional boxers.

Methods

Using TV commercials as well as boxing seminars, which will be promoted through social media, to spread my campaign's messages.