

Marketing Campaign

Marion County Initiative

 **WVU**Rockefeller
NeuroscienceInstitute



Campaign Overview

This campaign aimed to build awareness and community support for the Marion County Initiative, which aims to advance student-athlete protection in middle and high school tackle football.

The initiative itself was created in response to the tragic death of West Virginia middle school student Cohen Craddock. The campaign was then developed to introduce the initiative to the public, educate residents about its purpose, and encourage active engagement across Marion County.

Through targeted messaging and multi-platform outreach — including press releases, social media campaigns, and community-facing collateral — the initiative positioned itself as a unifying effort to drive long-term improvements in health and well-being across the county.



Objective: Support a countywide initiative aimed at improving health outcomes and community well-being through education, outreach, and partnerships.

Strategy & Target: Build awareness among residents, local leaders, and stakeholders by using clear, accessible messaging that emphasized the initiative's direct impact on Marion County families.

Timeline: June – August 2025



Execution: Integrated campaign across social media, written articles, and media outreach.

- Developed and distributed press releases, social media campaigns, and community-facing collateral.
- Facilitated a successful kickoff event with Riddell and Marion County officials.
- Collaborated with national and local organizations to amplify the initiative's reach.
- Created messaging that connected policy and program benefits to personal stories.



Results: Enhanced community awareness, generated media coverage, and strengthened support for long-term improvements in public health and services within the county.

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WVU Rockefeller Neuroscience Institute launches groundbreaking athlete player safety initiative in Marion County

Posted on 6/13/2025

MORGANTOWN, W.Va. – The [WVU Rockefeller Neuroscience Institute \(RNI\)](#) is partnering with football helmet manufacturer Riddell on a new initiative to provide a cutting-edge personalized football helmet platform to middle and high school tackle football programs across Marion County.

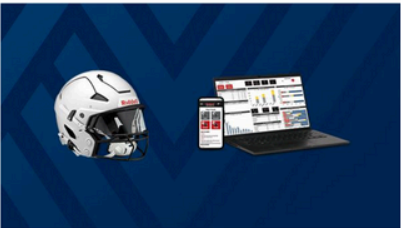
Aimed at advancing student-athlete protection in middle and high school tackle football, the RNI and Riddell will be distributing 100 [Riddell Axiom](#) helmets with [InSite Analytics](#) access, free of charge, across the following schools:

- Fairmont Senior High School
- East Fairmont Middle and High schools
- North Marion High School
- West Fairmont Middle School
- North Marion Husky Pups (serving co-op schools: Mannington, Barrackville, Fairview, and Monongah)

“The RNI NeuroPerformance Program in Marion County represents the most comprehensive student athlete safety initiative in the country,” [Javier Cárdenas, M.D.](#), chief of the RNI’s Division of Sports Neurology and director of the [RNI Concussion and Brain Injury Center](#), said. “By combining cutting-edge helmet technology, baseline cognitive testing, and expert clinical oversight, we’re setting a national standard for protecting young athletes’ brains on and off the field.”

Additional components of the initiative include:

- Emergency action plan re-evaluation and implementation
- Traumatic head injury education
- CPR instructor training
- Access to virtual reality telemedicine services
- Computer-based testing with ImPACT



The RNI and Riddell will be distributing 100 Riddell Axiom helmets with InSite Analytics access to Marion County middle and high schools. Each school will receive a paid subscription to the Riddell InSite Analytics platform, allowing coaches to identify trends and patterns in head impact data, helping them to develop targeted strategies for improved performance and reduced impact exposure.







Tr Transcribed

Riddell Deal/RNI

Jun 11, 2025 - 25m 7s

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Description

Dr. Javier Cardenas joins the program to discuss the helmets expected to help with safety for youth football players in Marion County (7:25).

