

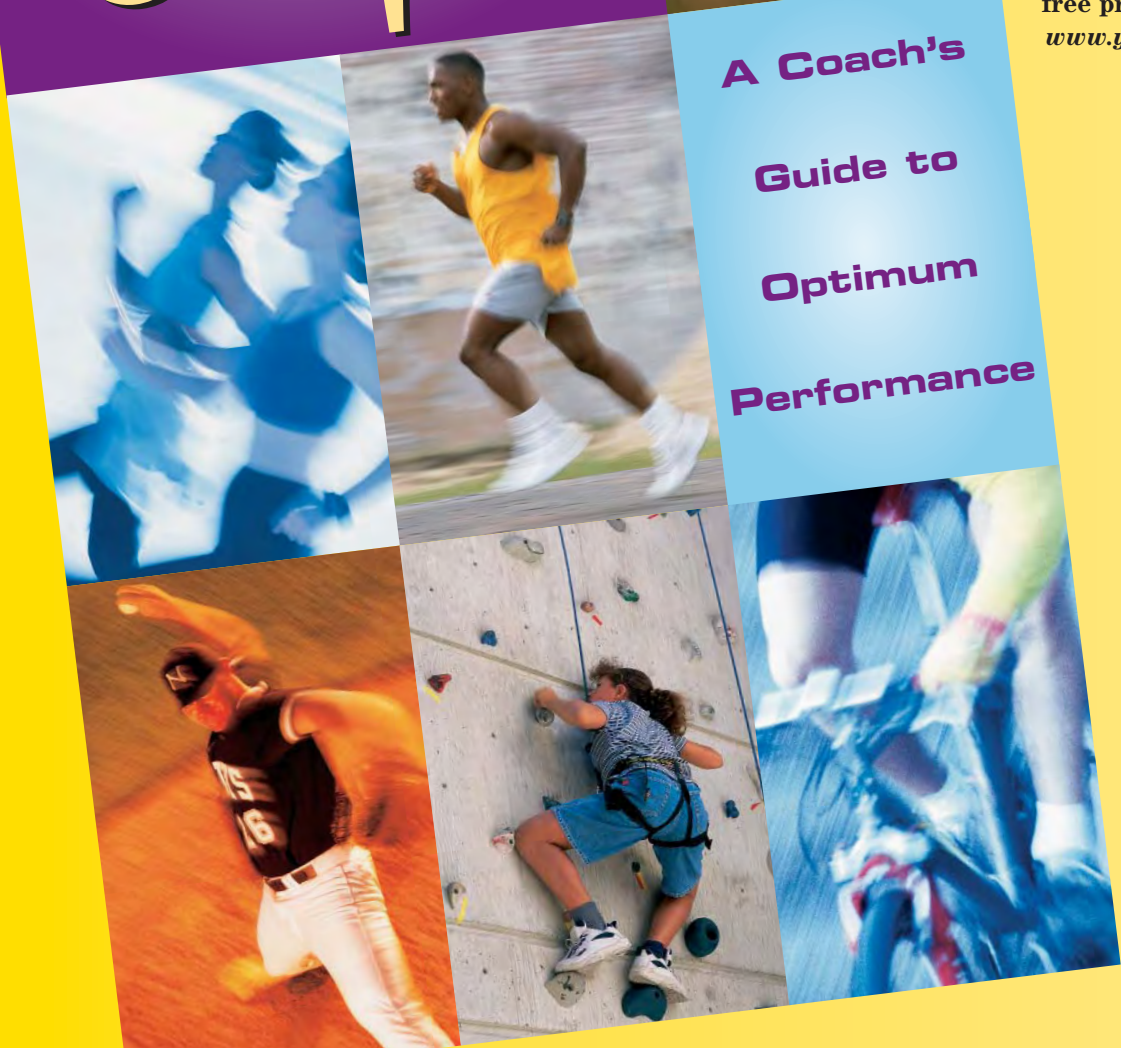
The irritation and itch of athlete's foot can keep your athletes from performing their best. That is why Novartis Consumer Health, Inc., makers of Lamisil^{AT}, and Young Minds Inspired (YMI), publishers of innovative instructional materials, have teamed to bring you this informative packet on foot health and ways to avoid injury.

The materials in this kit will help you educate young people about athlete's foot and how to eliminate it. The kit also includes tips on common sports injuries affecting the foot, hydration guidelines and warnings about some performance-enhancing drugs.

Although the materials in this program are copyright-protected, you may make as many photocopies as necessary. Feel free to share these materials with fellow sports educators. To give feedback or to download other free programs, go to www.ymiteacher.com.

Take the Right Steps

A Coach's Guide to Optimum Performance





Program Objectives

- To educate young athletes on the condition of athlete's foot, its causes, treatment and prevention.
- To inform students about common foot and foot-related sports injuries, their causes and treatment.
- To provide proper hydration guidelines for training and competition.
- To educate young athletes about the realities of some performance-enhancing drugs.

Program Components

- This four-page educator's guide
- Three reproducible student information sheets
- One colorful wall poster

Target Audience

This program has been developed for high school and college athletes.

How To Use This Program

Review all program materials. Make enough photocopies of each reproducible student information sheet for each athlete. Distribute the reproducible masters during Physical Education classes or before or after training sessions. Distribute the information sheets over a period of time, or all at once, depending on your existing teaching and/or training and practice schedules.

How To Use the Wall Poster

Display the wall poster in a prominent location in the gym or locker room to pique student interest and awareness of athlete's foot.

About the Foot

The human foot is one of the most complex structures in the human body. With proper training and conditioning, it can give an athlete the ability to accomplish any type of motion—quick, intricate, bold or deliberate.

Consider these foot facts:

- With 26 bones in each foot, the feet and ankles contain a quarter of the bones of the entire body.
- There are 33 joints in each foot.
- More than 100 muscles, tendons and ligaments are housed in each foot.
- In the same person, feet are frequently different in size.
- The bones of the forefoot bear half the body's weight.
- The bones of the midfoot form the arch, absorbing the shock and pressure placed on the foot.
- The bones of the hindfoot link the midfoot to the ankle, providing the mechanism for the foot to rotate at the ankle.
- The Achilles tendon is the largest and strongest tendon of the foot, reaching from the calf muscle of the leg all the way to the heel.
- The average person takes over 10,000 steps a day. That's 115,000 miles in a lifetime—enough steps to circle the planet four times.
- Women walk an average of ten miles a day, men walk seven.
- Feet absorb up to one million pounds of pressure during one hour of strenuous exercise.
- More than 5.3 million visits are made to physicians' offices yearly for foot and ankle problems. That includes 1.6 million visits for ankle sprains and 950,000 for ankle fractures.



YMI is the only company developing free, creative and innovative classroom materials that is owned and directed by award-winning former teachers. All YMI teaching materials are pre-certified and approved by our exclusive Educational Advisory Board. E-mail us at feedback@ymiclassroom.com or visit our Web site at www.ymiteacher.com to send feedback and download more free programs.



About Athlete's Foot

Tinea pedis, Latin for "fungus of the foot," is the medical term for the condition of athlete's foot. A common but stubborn fungal infection, athlete's foot affects millions of Americans. If left untreated, the fungus can spread to other parts of the body. It is the same fungus that causes jock itch and ringworm.

Athlete's foot is caused by a microscopic mold-like fungus that lives on dead tissues of toenails and the outer layers of skin. Moisture, sweat and lack of proper ventilation of the feet cause the fungus to grow.

Athlete's foot can be spread by direct contact with infected skin or objects like towels, floors or showers, so it's no wonder that many young athletes suffer from this condition.

There are a variety of symptoms of athlete's foot.

- ▶ Itchy, burning feet—the most common symptoms
- ▶ Peeling and/or cracked skin between the toes
- ▶ Redness, persistent dryness, and thickening of the skin on the bottom or sides of the feet and heels
- ▶ Raised bumps or ridges on the bottom of the foot, accompanied by intense itching

Fortunately, there is a cure for athlete's foot, available without a prescription. Lamisil^{AT}® is an effective over-the-counter cream found in most drugstores and supermarkets that kills the fungus that causes athlete's foot. Some other products require four weeks of treatment. Lamisil^{AT}® Cream works with only one week of treatment, with minimal recurrence for up to three months.* That's why Lamisil^{AT}® is the #1 recommended treatment for athlete's foot by doctors and pharmacists.**

About Jock Itch

The fungus that causes athlete's foot also causes jock itch and ringworm. Tell students that jock itch is a common fungal infection among athletes. It occurs in the genital area and can spread to the top of the legs. Symptoms include scaly, reddish, ring-shaped patches which tend to form complete rings with red borders. Tell athletes not to share towels and to wash towels and clothing with detergent, bleach and hot water. Lamisil^{AT}® for Jock Itch should be applied once daily for one week.

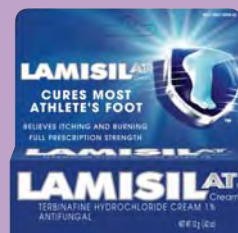
* Data on file. Novartis Consumer Health, Inc.

** Physician Drug & Diagnosis Audit (PDDA). *Verispan*. August 2003-September 2004.



Here's what you can do to help prevent or treat fungal infections among your athletes:

- ▶ Encourage athletes to bathe or shower daily with warm water and soap.
- ▶ Tell athletes to dry areas completely between the toes.
- ▶ Suggest that towels, workout clothing and uniforms be washed with detergent, bleach and hot water.
- ▶ Advise athletes to wear cotton socks and avoid synthetics.
- ▶ Put on socks before pulling on underwear to prevent fungus from spreading from foot to genital area.
- ▶ Encourage students to alternate different pairs of shoes each day, so shoes can dry out.
- ▶ Make sure your school's janitorial staff uses disinfecting cleaners for showers and locker rooms.
- ▶ Let your students know that Lamisil^{AT}®, available over-the-counter at full-prescription strength, stops the itching and burning of athlete's foot and jock itch. While some other over-the-counter creams require four weeks of treatment, Lamisil^{AT}® Cream *kills* the fungus with just one week's use and keeps users athlete's foot-free for three months! It is the #1-recommended treatment for athlete's foot by doctors and pharmacists.



Take the Right Steps

Info Sheet 1

Fungus 101

Specifically highlighting athlete's foot and jock itch, this sheet gives the lowdown on this common fungal infection, including how to prevent it.

Suggestions for Follow-Up in the Classroom or in Training/Practices:

- Remind students to regularly inspect their feet for signs of athlete's foot and seek treatment if there's a problem.
- Have students research the functioning of the foot as it relates to athletic performance.

Info Sheet 2

Snap—Crackle—Pain

Chances are, most student athletes don't know a lot about their feet. But they depend a lot on them. The graphic on this first handout depicts some common foot and foot-related sports conditions and injuries. Causes and treatment tips are offered as well.

Suggestions for Follow-Up in the Classroom or in Training/Practices:

- Make sure all of your athletes have a complete physical exam before participation in school athletics.
- Assign students to find out about common sports injuries.
- Review proper stretching techniques.
- Review safe falling techniques.
- Invite a physician, sports-medicine practitioner, certified athletic trainer or a podiatrist to provide more information on sports injuries and proper training techniques.

Info Sheet 3

Hydrate and Educate

Proper hydration is a big part of keeping the body in prime working condition. Therefore, you should offer fluid breaks at least every 15 to 20 minutes during training sessions and competitions.

Keeping the body drug-free is another way students can respect their bodies. Today's athletes are tempted now, more than ever, to use drugs in hopes that they will work sports magic into their performance. This sheet provides hydration guidelines as well as an overview of some common performance-enhancing drugs and their side effects.

Suggestions for Follow-Up in the Classroom or in Training/Practices:

- Allow students unrestricted amounts of fluids to help prevent dehydration and other forms of heat-related illness.
- Remind students that, on the night before an event, they should hydrate with electrolyte fluids to reduce the risk of dehydration.
- Encourage students to follow good nutritional guidelines, incorporate the basic food groups with an emphasis on complex carbohydrates, and include essential proteins and fats.
- Invite a sports-medicine practitioner or physician to discuss performance-enhancing drugs.
- Keep the focus on healthy competition, emphasizing self-reliance, confidence, cooperation and a positive self-image.



Online References:

The American Academy of Orthopaedic Surgeons
<http://www.aaos.org>

The Podiatry Channel <http://www.podiatrychannel.com>

The American Association of Professional Sports Medicine
<http://www.aapsm.org>

Sports Medicine About <http://sportsmedicine.about.com>

National Institute on Drug Abuse, National Institutes of Health
<http://www.nida.nih.gov>

The Physician and Sports Medicine Journal
<http://www.physsportsmed.com>

Lamisil^{AT}® <http://www.lamisilAT.com>

CBS Health Watch <http://cbshealthwatch.medscape.com>

LAMISIL^{AT}
Novartis
Consumer Health, Inc.





Dear Athletic Director/Coach:

We know that you do much more than just help your student athletes win. You are often their best source for solid information on keeping healthy, preventing injury, and the dangers of dehydration and performance-enhancing drugs.

That's why Novartis Consumer Health, Inc., makers of Lamisil^{AT}, and Young Minds Inspired (YMI), award-winning curriculum specialists, are providing you with **Take the Right Steps, A Coach's Guide to Optimum Performance**.

It includes information on:

- ▶ Foot health and fungal infections
- ▶ Ways to keep hydrated and the warning signs of dehydration
- ▶ Myths and risks of popular chemical performance enhancers

Athlete's foot may be keeping your student athletes from performing their best. You probably know that athlete's foot can occur among student athletes, but that most teens don't even know that they have this fungal infection—or, that it's contagious. They do know that they have itchiness, burning, peeling or redness on their feet—but some students may think that these problems go hand-in-hand with being an athlete. Not true.

Tell your students that these are the symptoms of athlete's foot and that they can hinder performance. Just as important, tell your students that:

- ▶ Lamisil^{AT} requires only one week* of treatment. That's four times faster than most other leading brands.
- ▶ With one week's treatment with Lamisil^{AT} Cream, students will be athlete's foot-free for up to three months.
- ▶ The fungus that causes athlete's foot also causes jock itch and ringworm. Lamisil^{AT} for jock itch relieves these conditions when used daily for one week.
- ▶ Students can get prescription-strength Lamisil^{AT} over-the-counter at most drugstores, supermarkets and mass outlets.
- ▶ Lamisil^{AT} is the #1 choice of doctors and pharmacists for the treatment of athlete's foot.

We hope **Take the Right Steps** will help you and your athletes this sports season. If you have any questions about Lamisil^{AT}, please call Novartis Consumer and Professional Affairs at 1-800-452-0051.

Sincerely,

Joel Ehrlich, president and former teacher
Young Minds Inspired (YMI)

*For athlete's foot between the toes

Joel Ehrlich
President

Fungus 101

No matter the sport, your feet are on the front line.

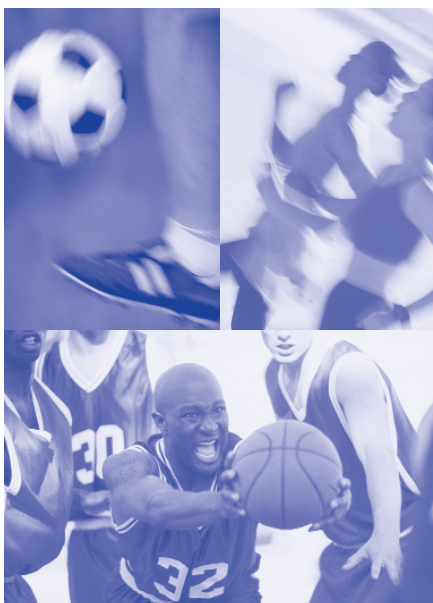
But lately your feet haven't been feeling so good. They're itchy and burning, and the skin between your toes seems to be cracked and peeling. You shrug it off. But that itch is driving you so crazy that you can't concentrate on the sport.

The bad news? You may have athlete's foot. The good news? There's a powerful over-the-counter cure, available in most drugstores and supermarkets—Lamisil^{AT}.

It's time for a little Fungus 101.

There are four major symptoms of athlete's foot. You can have one, or a combination of them.

- ▶ Itchy, burning feet—most common
- ▶ Peeling and/or cracked skin between the toes
- ▶ Redness, persistent dryness, and thickening of the skin on the bottom or sides of the feet and heels
- ▶ Raised bumps or ridges on the bottom of the foot, accompanied by intense itching



What is a fungal infection?
 Brace yourself, 'cause this is ugly. Athlete's foot is a mold-like fungus from living germs growing on the dead tissue of hair, toenails and outer layers of the skin. Some people may actually have the fungus on their skin, but unless conditions are right, it won't develop into athlete's foot.

How can I get it?

Moisture and trapped sweat are conditions for fungal infections. Add the fact that it's a contagious condition spread through showers, clothing and towels, and BOOM!—you've got it!

How do I get rid of it?

Use the over-the-counter cream—Lamisil^{AT}. While most other creams require four weeks of application, Lamisil^{AT} Cream *kills* the fungus with only one week's use and keeps it away for three months.

What is jock itch and how do I get rid of it?

Jock itch is a common fungal infection among athletes. It occurs in the genital area and can spread to the top of your legs. Symptoms include scaly, reddish, ring-shaped patches which tend to form complete rings with red borders. Be sure to wash towels and clothing with detergent, bleach and hot water to reduce the spread of infection. And don't share towels. Lamisil^{AT} for jock itch also relieves jock itch and ringworm when used daily for one week.

Did You Know?

- ▶ Most athlete's foot creams only inhibit fungus growth and require four weeks of continuous treatment for a cure, but Lamisil^{AT} Cream *kills* athlete's foot fungus with one week's use and keeps it from recurring for at least three months.
- ▶ Lamisil^{AT} is the #1-recommended treatment by doctors and pharmacists for athlete's foot.
- ▶ Lamisil^{AT} is the official Athlete's Foot Treatment of the National Basketball Association.
- ▶ Each foot contains more than 100 muscles, tendons and ligaments.
- ▶ The bones of the forefoot bear half the body's weight.
- ▶ Feet take the blow of up to one million pounds of pressure during one hour of strenuous exercise.
- ▶ With 26 bones per foot, both feet and ankles comprise one-quarter of the entire body's bones.
- ▶ There are 33 joints in each foot.

Keep athlete's foot from catching you off guard:

- ▶ Take a bath or shower every day.
- ▶ Dry completely between the toes.
- ▶ Wear cotton socks.
- ▶ Don't wear the same pair of shoes every day, if possible.

Brought to you by:



Advanced treatment for athlete's foot.

Snap - Crackle - Pain



Take charge.

To be in control, you've got to know what causes your pain and how to treat it.

The chart shows some common foot and foot-related injuries and conditions. You can tackle the first line of treatment for most of them with **RICE—Rest, Ice, Compression and Elevation**. But if the pain continues, get yourself to a doctor.

Athlete's Foot

Symptom: Cracked, peeling and itchy, burning skin between toes or on bottom of foot
Causes: Direct contact with skin or objects like towels, floors, bathtubs or showers infected with a common skin fungus
What to do: Use Lamisil^{AT}® over-the-counter Cream, available at drugstores or wherever you buy toiletries. Other creams require a four-week use. Lamisil^{AT}® Cream gets rid of the fungus with just one week's use and keeps it from recurring for three months.

Sprain

Symptom: Pop or snap followed by pain and swelling
Causes: Overstretching or tearing a ligament during a fall, twist or sudden blow
What to do: Progress gradually to full weight-bearing activities. If pain persists, see your doctor.

Medial Shin Splint

Symptom: Tenderness or pain in the back inside portion of lower legs
Causes: Over-training, running on hard surfaces, over-stretching
What to do: Participate in non-weight-bearing exercise, such as swimming and biking. Avoid both concrete and soft surfaces for training and workouts. Avoid running, jumping or climbing up inclines or down hills.

Achilles Tendonitis

Symptom: Pain and/or tenderness in the Achilles tendon, developing over time
Causes: Overuse of the Achilles tendon, sudden increase in training, excessive hill running and heel cushioning in shoes, tightness of posterior leg muscles, calf muscles and hamstrings
What to do: Reduce training, speed and hill work. Avoid excessive stretching. Don't go barefoot at home. Don't wear flat shoes.

Morton's Neuroma

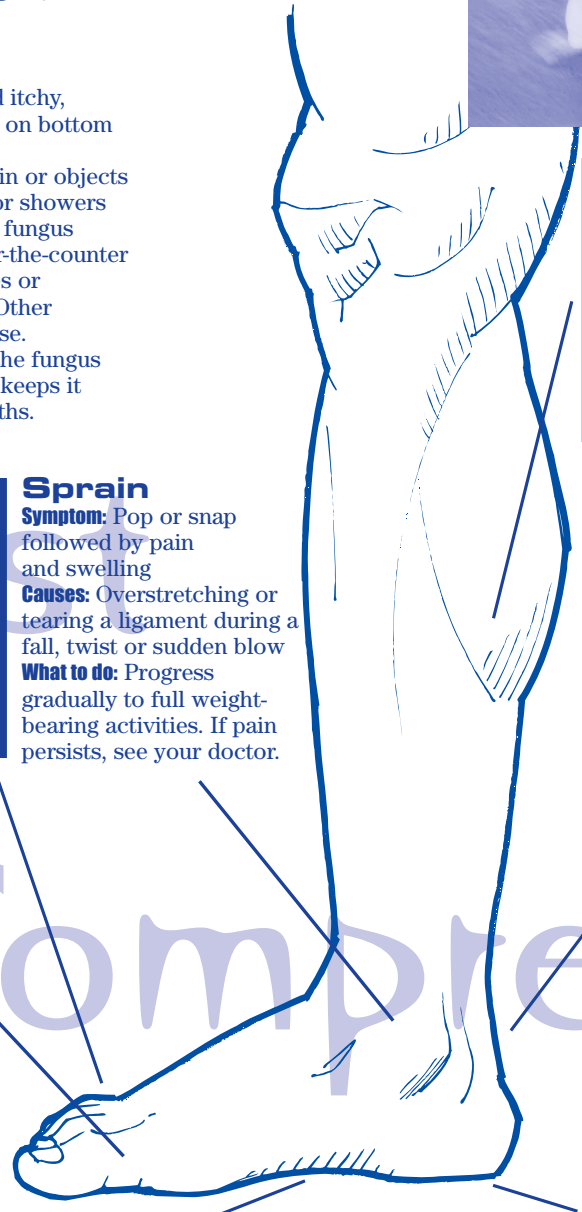
Symptom: Intermittent pain or numbness on the ball of foot and in 3rd and 4th toes
Causes: Tight-fitting shoes, foot traumas during workouts, foot structure
What to do: Replace tight-fitting or worn-out shoes. Use shoes with a wider toe area. Place cotton between toes.

Plantar Fasciitis

Symptom: Pain under the heel or along bottom of the foot—strong early in the day, easing, then gradually worsening
Causes: Weak foot muscles that place pressure on the arch
What to do: Tape the area from your heel to the ball of your foot. Wear properly-fitted shoes and shoe inserts (possibly orthotics). Stretch and strengthen foot and ankle muscles.

Stone Bruise

Symptom: Pain, tenderness and swelling in bottom middle portion of the foot
Causes: Wearing old, stiff or worn shoes, over-striding, over-training, working out on hard surfaces
What to do: Avoid going barefoot or walking in socks or flat shoes. Use a cushion or insole in your shoe. Re-examine workout shoes for proper fit.



Rest
Ice
Compression
Elevation

Brought to you by:



LAMISIL^{AT}
CURES MOST ATHLETE'S FOOT
RELIEVES ITCHING AND BURNING
FULL PRESCRIPTION STRENGTH
LAMISILAT
TERBINAFINE HYDROCHLORIDE CREAM 1%
ANTIFUNGAL

Advanced treatment for athlete's foot.

Hydrate and Educate

Hydrate

Did you know that with only one hour of moderate to strenuous exercise, your body can easily sweat away a quart of water, maybe more in hot weather? Dehydration can lead to dryness of the mucous membranes of the nose, mouth and throat, and reduced ability to sweat and urinate. In severe cases, it causes increased heart rate, low blood pressure, shock and even death. **Alcohol is extremely dehydrating. Don't drink and play.**

Check out these guidelines to keep you strong:

- > **Water.** Drink it. Pour it over your head. Crunch ice. You just can't beat plain water for your body.
- > **Keep it flowing.** OK, so it's a hassle to break the rhythm, but drinking 4 to 6 ounces of fluid every 15 to 20 minutes during workouts will help you finish strong.
- > **Saturate.** Sure, it sounds like a lot, but your body needs at least 16 to 20 ounces of fluid two hours before intense

exercise, and 8 more 15 to 30 minutes before.

- > **Recharge.** Replace the fluid you lose when training. Weigh yourself before and after workouts, and drink one pint of fluid for each pound lost.
- > **Sugar lows.** Fluids with small amounts of sugar and sodium (think special sports drinks or diluted fruit juices) are good choices for endurance training. They pack electrolytes that get lost during intense activity.
- > **Coffee, tea or dehydration?** Admit it. You love caffeine. It can make you feel like playing 15 innings, but in reality, it's dehydrating you.



Educate

Before you swallow or inject, educate yourself.

The Facts

The Side Effects

Anabolic Steroids

The Claim. May strengthen and develop muscles and increase masculine characteristics.

The Reality. Liver tumors and cancer, jaundice (yellowish pigmentation of skin, tissues and body fluids), fluid retention, high blood pressure, increases in LDL (bad cholesterol), decreases in HDL (good cholesterol), kidney tumors, severe acne, trembling, depression, suicidal tendencies, aggression. In men, steroids can shrink the testicles, cause baldness and the development of breasts and increase the risk for prostate cancer. Women can experience growth of facial hair, male-pattern baldness and a deepened voice.

EPO (Erythropoietin)

The Claim. May increase endurance by improving oxygen transport to muscles.

The Reality. Thickens blood, possibly inducing heart attack.

Marijuana

The Claim. Makes you think you've increased reaction time.

The Reality. Slows reaction time, increases heart rate, decreases fine-motor coordination, decreases optimal strength and motivation.

Narcotics

The Claim. Relieves pain so it keeps athletes in play despite painful injury. Some narcotics, like morphine, are banned.

The Reality. Impaired judgment. Addiction. Positive drug tests—grounds for disqualification in competition.

Creatine

The Claim. Hype says it increases muscle mass and improves high-power performances of short duration, but it requires high-intensity training to be effective.

The Reality. Not much is known about its safety or long-term effects since it's only been available for 10 years. Creatine is really a food supplement, so it's not regulated by the Food and Drug Administration. Causes muscle cramps, strains and pulls, loss of appetite, diarrhea, dehydration, seizures, bloating and water-weight gain.

Did You Know?

- > The average person takes over 10,000 steps a day. That's 115,000 miles in a lifetime, enough steps to circle the planet four times.
- > Some athlete's foot creams only inhibit fungus growth and require four weeks of continuous treatment for a cure, but Lamisil^{AT} Cream *kills* athlete's foot fungus with one week's use and keeps it from recurring for up to three months.
- > Lamisil^{AT} Cream can help you improve your performance by treating athlete's foot.

Brought to you by:



**Advanced treatment
 for athlete's foot.**