



The Importance of Safety in Hockey

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Introduction

There are two elements that makes hockey the most unique sport out of any other. Unlike basically every other, which are played on grass, turf, or dirt, hockey is played on ice. Ice is obviously much harder than grass and makes it more dangerous. In addition, the players are skating around, which makes it even more dangerous when you think about the sharp blades on their feet. On top of this, hockey is a very physical sport. Hitting, checking, and even fighting have been apart of the sport for the entire history of it.

Because of these reasons, hockey gear brands have done so much to innovate and create the safest gear they could. Compare this to the past and players, and even goalies, weren't wearing helmets. I believe seeing the progression of this gear could be quite interesting and showing off the safety facts on social media could aid hockey players and fans alike.



Goals and Objectives



Educate

The biggest goal of this campaign is to educate the audience on the sport of hockey and the importance of safety. The sport is on the more dangerous side so showing gear, what it does, and the importance of can be very valuable.

History

Hockey has a long and stories history, dating back to 1875. Apart of this, the gear and the safety procedures have evolved in the last 150 years. Demonstrating the difference between what was used in the past versus now could be a good way to compare and show the evolution.

Entertain

A big part of social media is to be entertaining, especially when it comes to short-form content. While it isn't the primary goal, I plan for the set of videos to entertain the viewers. The topics are very important so presenting them in a way that is entertaining would be smart.



Target Audience

The people who would enjoy this content can be broken up into three groups. The first ones are hockey players themselves. They would be on the older end of the spectrum, closer to 16+ as educational content doesn't do as well for a younger demography. To educate that younger group, the goal is to reach them through their parents. Showing them these safety videos would subconsciously get the information to the younger players. The final group that would enjoy this content would be hockey fans themselves. Making videos about this history of hockey and the safety behind it could entertain the fans who enjoy the sport. According to S&P Global, median age for NHL viewers is around 49 years old. Despite it being that old, there is a considerable amount of fans both younger and older. Overall, all three of these groups are important and would be valuable to target.

US: NHL viewers by demographics, 2025 (%)

	NHL viewers	Total survey
Age groups		
18-24	9	10
25-34	11	15
35-44	17	16
45-54	17	16
55-64	22	19
65+	23	24
Gender		
Male	63	46
Female	37	54
Household income		
NET: Less than \$50K	32	38
NET: \$50K-\$99K	40	37
NET: \$100K-\$149K	16	15
NET: \$150K+	13	10

Q. Please indicate which of the following major sports events you personally watch or plan to watch. NHL.

Q. What is your age?

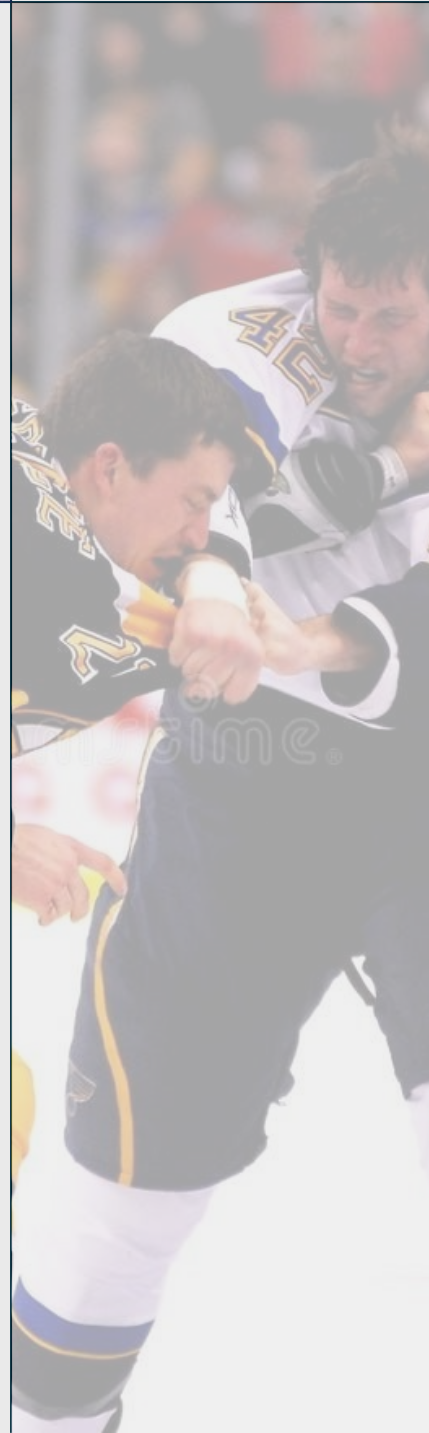
Q. What is your gender?

Q. What is your annual household income?

Base: NHL – 420, total survey 2,501.

Source: S&P Global Market Intelligence Kagan first-quarter 2025 US Consumer Insights survey.

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Research Plan

Despite knowing a good amount about hockey, including the rules and procedures done by the National Hockey League, the research comes in when it comes to statistical facts about safety. There are many studies done about hockey gear and safety in general and these will be crucial when making content like this.

The best source I found while doing initial research is the "Safety in Ice Hockey" by CR Castaldi, PJ Bishop, EF Hoerner, which goes through important information "related to epidemiological factors, injury treatment modalities, playing facilities, and protective equipment." When it comes to these facts, they will be very important in backing up with information given on social media



Production Plan & Timeline

Goal	Week Date	Information
Research	7/13	• Research the topic • Find related articles and resources
Preparation	7/20	• Find good topics to talk about • See if they can be related back to things going on
Write	7/27	• Take the ideas and research from weeks one and two and create a well crafted script • Goal to keep them short but informative
Record & Edit	8/3	• Take the script and execute • Take the audio clips of me and the graphics/footage and edit them together, probably in CapCut
Post	8/10	• Take the group of videos and posting them throughout the week on TikTok
Revise	8/17	• View what worked, what didn't, and what the audience actually cares about
Repeat	8/24	• Take the feedback from week 6 and repeat the process of recording and editing

Deliverables & Content Breakdown

The plan for this content series is to make short-form videos that would be posted on TikTok. My plan through the seven week time period is to post six times with video around two minutes long. I would hypothetically post twice a week with consistent time between each video.

At this point of time I haven't solidified what exact topics I want to talk about in each video but some ideas I have come up with are:

- Skate Technology
 - Shows why skates are the way they are and what safety features they have
- Evolution of Goalie Gear
 - Demonstrates goalie gear from 100 years ago to now which safety facts about the importance of modern gear
- Importance of Hockey Helmets
 - Shows the technology in a hockey helmet as well as dives into concussions



Conclusion

Overall, the safety of hockey is a ridiculously important topic which needs to be covered more. By opening up the curtain, you get to show players and fans the important facts they might not know already. Information is ridiculously important and sharing safety facts could potential help out many.

Thank you for reading. If you would like more information about the campaign, feel free to contact me at rlopano@quinnipiac.edu.

