



WORLD
RUGBY

CMO UPDATE 2025





Mental Health Services at RWC25



Players Hub Mental Health Module with top tips from past players, staff & match officials.



Workshop delivered to ALL unions & match officials to normalize talking about mental health in the team environment.

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Online Protection
Service

AI-assisted intervention for players, staff & match officials subject to social media harassment/ bullying.

PEER SUPPORT @ RWC25



Retired Internationals
trained to support
players & staff at RWC.



Reasons to Connect:

- Feeling homesick
- Dealing with injury
- Struggling with your mental health
- Just need to talk to someone who "gets it"

Coffee voucher in your welcome pack to encourage you to get out of the team environment and relax!



A template to assist teams in clarifying their process for managing mental health concerns.

Flashing mouthguards for concussion to be introduced at Women's Rugby World Cup

- LEDs will flash red for potentially concussive impacts
- 'It will create awareness,' World Rugby says





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Original audio



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Introducing our latest LED mouth guard, an innovative leap in concussion awareness and player protection.

Dr Lindsay Starling explains how this innovation is redefining concussion care.

The new system will debut at the Women's World Cup before being rolled out across the men's and women's elite games.



natty_makes 4w

Great idea and I hope it works and becomes useful. I hope the science behind it has involved studies that include women. However as a

Match and player demographics	Matches played		Total players with IMG data		Average players per team per match
	28		1130		20.2
28 matches out of 33 have been played (84.8%)		This figure shows the total number of players in 28 matches who have produced IMG data		On average, 20.2 players from each team have worn and produced IMG data per match. Average compliance is 87.7%	
Teams with compliance above 80%		50		50 teams have had data compliance above 80%, corresponding to 89.3% of fixtures played	
Teams with compliance above 90%		26		26 teams have had data compliance above 90%, corresponding to 46.4% of fixtures played	

BRAIN HEALTH SERVICE – YEAR ONE UPDATE



Progress to Date:

- Launched in: Ireland, Australia, Wales, South Africa, New Zealand
- Registrations: 200 players
- Completed Full Assessments: 105 players
- Specialist Referrals: 23% cognitive, 13% psychological

Key Learnings:

- Drop-Off: 34% of players haven't completed the full journey — platform usability improved, and direct player feedback underway
- Education: New infographics, videos, and podcasts being developed focusing on the 14 modifiable risk factors for dementia

Next Steps:

- Further union rollouts in 2025 – France and Scotland
- Platform translation into additional languages – French completed
- Personalisation: Players receive tailored feedback based on their risk profile post-assessment; resources available to all via the BHS website



Active Player Education Video

 SHARE

2025 Update to the Active Player Education video.

This is an update to the Active Player Education video, now featuring important messages from former All Black Conrad Smith and World Rugby Chairman Brett Robinson. The updated video also includes new insights from key research initiatives, including the New Zealand *Kumana Tangata* project presented by Dr. Stephanie D'Souza and Dr. Ken Quarrie, as well as findings from the English Advanced Brain Health Clinics study led by Dr. Richard Sylvester. These additions enhance the video's educational impact, highlighting ongoing efforts to support player welfare through evidence-based approaches.



Conrad Smith

Former All Black and Rugby
World Cup winner 2011 & 2015

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World Rugby has committed to updating
this video as new rugby evidence emerges.



Richard Sylvester

Consultant Neurologist,
The National Hospital for Neurology and
Neurosurgery, London

at the National Hospital
for Neurology in London.



Stephanie D'Souza

Senior Lecturer, COMPASS,
UNIVERSITY OF AUCKLAND

I'm Doctor Stephanie D'Souza
from the University of Auckland.

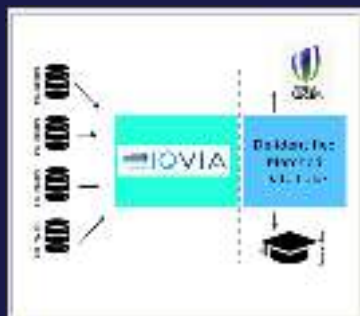


Ken Quarrie
Chief Scientist, NZRU

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Consolidation of Progress to Date



IQVIA

- Secure data receptacle
- Data pairing – real time
- Receipt of multiple data streams
- Creation of matched de-identified Data Lake



BIOCORE

- Severity Metric
- Computer learning
- NFL Collaboration



CONCUSSION CONSENSUS MEETING

- Organising Committee Co-Chair with FEI
- Cadence pause
- Governance/Ethics Review
- Modernised process



HEAD IMPACT REDUCTION

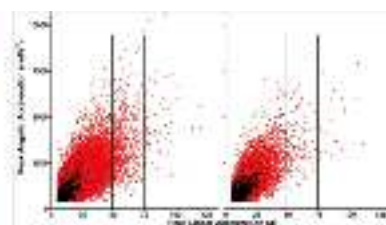
- Rugby Labs – coach interface
- Improved Acute IMG performance
- Community Thresholds

Newsletter - Players Matters



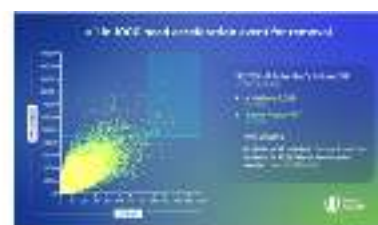
Players Matters - June 2025

18 June, 2025 · 5 min read



Players Matters - Jan 2025

6 January, 2025 · 5 min read



Players Matters - October 2024

30 September, 2024 · 4 min read



Players Matters - April 2024

24 April, 2024 · 6 min read

[edical/newsletter/897961*](http://edical.newsletter/897961)



IMG UPDATE

Ross Tucker