



GENYOUTH
EXERCISE YOUR INFLUENCE™

NFL FLAG-In-Schools

**Supporting
P.E. Programs
Nationwide**



**A fun,
inclusive,
simple
solution to
increase active
play among
America's
youth**

#1 FASTEST GROWING TEAM SPORT IN THE COUNTRY— WITH GOOD REASON

FLAG football is now the fastest-growing team sport in the country. According to the Aspen Institute, kids are voting with their feet, giving FLAG the highest three-year participation increase (39%) of any team sport for youth. FLAG Football can be a great way to get students—both boys and girls—involved in a fun physical activity that really keeps them moving. When done in a safe, “fun-first,” and youth-oriented way, organized sports have been linked to many positive effects on students. These can include improved concentration, improved weight control, minimized risk of some chronic diseases like heart disease and diabetes, less participation in some risky behaviors (particularly smoking and taking drugs), improved self-worth and decreased risk of depression (in girls).

THE CRISIS OF PHYSICAL INACTIVITY

Physical activity is linked with numerous health and educational benefits—yet only 22% of school-aged children and youth meet national physical activity guidelines of 60 minutes of moderate-to-vigorous physical activity at least five days a week.

Reductions in school recess and physical education programs, lack of equipment, and lack of funding in school communities all play a role in the physical inactivity crisis. The result: many American students have few or no options when it comes to the before-, during-, and after-school activity so crucial to their wellness and learning potential.

NFL FLAG-IN-SCHOOLS AS A SOLUTION

In 2014 GENYOUth partnered with the NFL Foundation and USA Football to support high quality physical education and grow opportunities for students to be physically active before, during, and after school through NFL FLAG-In-Schools. This turn-key initiative helps P.E. teachers build a foundation for health and lifelong physical activity skills among their students through football.

NFL FLAG-In-Schools kits, sent free to schools, include footballs, flag belts, kicking tees, posters, and a P.E. curriculum designed by our partners at SHAPE America (the Society of Health and Physical Educators). It's all about allowing students to get active and learn the basics of FLAG football in a fun environment.

To date, GENYOUth has reached 20,000+ school communities that reach over 9 million students through NFL FLAG-In-Schools kits. Nearly three-fourths of participating schools (71%) serve high-need populations where 40% or more students are eligible for free/reduced-price meals.

PHYSICAL ACTIVITY MATTERS

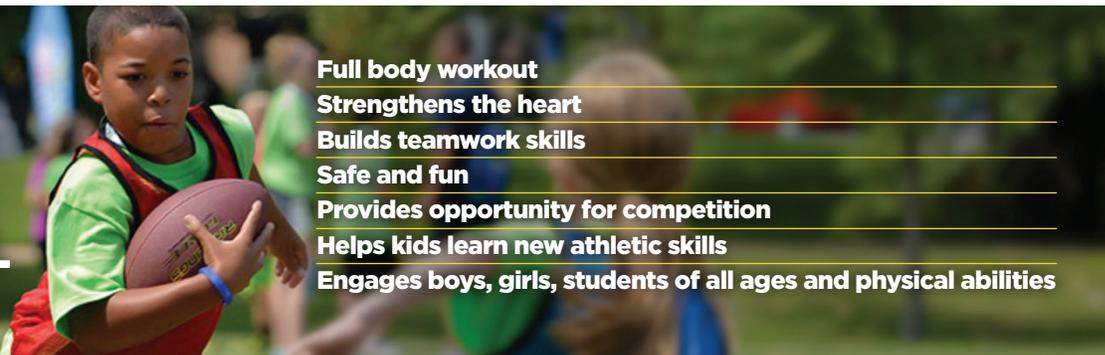
GENYOUth's NFL FLAG-In-Schools Model Addresses Serious Needs

- Only 21.6% of 6- to 19-year-old children and adolescents in the U.S. get 60 or more minutes of moderate-to-vigorous physical activity on at least 5 days per week.
- Nearly half of students don't attend P.E. class in an average week when they're in school.
- The median school P.E. budget in the U.S. is less than \$1.50 per student per year.

...and Helps Achieve Important Benefits for Youth

- Students who are physically active tend to have better grades, school attendance, cognitive performance, and classroom behaviors.
- Regular physical activity can help children and adolescents improve cardio-respiratory fitness, build strong bones and muscles, control weight, reduce symptoms of anxiety and depression, and reduce the risk of developing health conditions such as heart disease, cancer, Type 2 diabetes, osteoporosis, and obesity.

THE BENEFITS OF NFL FLAG FOOTBALL



- Full body workout
- Strengthens the heart
- Builds teamwork skills
- Safe and fun
- Provides opportunity for competition
- Helps kids learn new athletic skills
- Engages boys, girls, students of all ages and physical abilities

POSITIVELY IMPACTING P.E. TEACHERS AND PROGRAMS

GENYOUth's NFL FLAG-In-Schools model is ideal because it gives P.E. educators a solution for engaging students of varying ages and abilities—a solution that can be used effectively without specialized training, additional equipment purchases, or significant safety considerations. Across the U.S., school P.E. programs are severely under-resourced; in fact, public schools have an average annual P.E. equipment and program budget of less than \$1.50 per student per year. NFL FLAG-In-Schools kits help P.E. teachers and afterschool programs get millions of students active. In addition to citing student enthusiasm for the game, P.E. teachers also note that NFL FLAG-In-Schools has significantly increased their confidence and ability to teach/coach FLAG football.

NFL FLAG FOR ALL PHYSICAL ABILITIES

- Working closely with SHAPE America and the U.S. Department of Health and Human Services, NFL FLAG-In-Schools now offers a supplemental resource that meets ADA (Americans with Disabilities Act) guidelines, enabling students of all abilities the opportunity to play FLAG football. New updates to the NFL FLAG-In-Schools curriculum highlight strategies for inclusion. With over six million students in the U.S. with disabilities, it is crucial that the program address the needs of this population of players.

WHY NFL FLAG-IN-SCHOOLS WORKS FOR GIRLS



Playing FLAG football benefits the health, social skills, and athletic abilities of young girls. Girls not only enjoy playing but gain knowledge of the game of football. It helps them gain confidence in themselves. And it's a great way to get active and stay fit. This is a key advantage, given a recent Tufts University School of Medicine study, which showed that girls are at greater risk than boys of falling short of in-school physical activity recommendations.

Across the country, more and more girls are participating in FLAG football. Miami-Dade Public Schools, for example, added 50 varsity middle school girls NFL FLAG-In-Schools leagues and 1,100 girls now play varsity FLAG football. The National Federation of State High School Associations reports a growing interest in FLAG football among high school students, especially girls, with a 25% increase from 2014-15 to 2015-16. In addition to being fun to play, girls FLAG football helps achieve gender equity in sports, it involves fewer injuries than other team sports (basketball or soccer), and has low equipment costs.

NFL FLAG-IN-SCHOOLS REACH AND IMPACT TO DATE

- Over 20,000 kits in school communities
- 9,103,327 students reached
- FLAG is now the #1 growing team sport for ages 6-12
- FLAG curriculum adopted in large urban districts
- 98% kit use rate before, during, and after school
- 77% of recipients use kit at least once a week and 53% use it daily at school



Each NFL FLAG-In-School kit includes 10 footballs, 50 flag belts, 3 kicking tees, an NFL FLAG poster, participation certificates, and a FLAG football curriculum for elementary and secondary P.E. programs.

