

HOW TO GROW YOUTH PARTICIPATION IN FLAG.



While youth participation in sports overall has declined 13% over the last decade, **more kids than ever are getting involved with flag football.** Using this momentum to kickstart growth across youth football means doing three things.

1. Encourage **more parents to enroll** their kids in flag football
2. Prevent kids from **quitting flag football in favor of other non-football** related activities or sports
3. Prevent kids from lapsing out of football altogether by **encouraging interested families to transition into tackle** (in fact, about 35% of surveyed kids who quit flag start tackle!)

You know that flag is more than just a game – **here are some helpful talking points, interesting facts and figures and considerations** to help parents see for themselves.

- The National Football Association

THE TOP 10 REASONS KIDS SHOULD PLAY FLAG FOOTBALL

68%

of surveyed parents agree that flag football should be available for kids of all ages

Offers Inclusivity

A great sport for both boys and girls of all ages – even the younger ones. There are no height or weight restrictions, making it a game everybody can play.

Promotes Fitness

Encourages physical activity and healthy movement, ensuring kids spend quality time away from the screen.

Teaches Teamwork

Instills the critical value of teamwork and teaches kids how to play and interact well with others.

Instills Sportsmanship

Teaches kids what being a good 'sport' and team player looks like, emphasizing what it means to win and lose gracefully.

Celebrates Achievement

Provides an avenue for kids to celebrate their achievements, from winning games, to growing their trophy collection, to tracking progress and improvement in skills.

72%

of surveyed parents agree that flag football is useful and/or necessary before transitioning to tackle

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Among surveyed parents of kids who play flag, **TEAMWORK WAS THE #1 BENEFIT** associated with the sport

Favors Flexibility

Supports all skill levels and sports priorities – from fun competition to learning the fundamentals of football to prepare for a transition into tackle.

Introduces Football

Provides a natural entry point into the world of football, creating opportunities for kids to learn, engage and grow with the sport in a contact-free way.

Builds Confidence

Equips kids with the skills to build and grow their confidence levels both on and off the field.

Creates Community

Fosters a welcoming and supportive community for kids to be a part of and grow with across their journey with the sport.

Forms Healthy Habits

Represents a key tool in helping kids develop life-long healthy habits – instead of staying inside playing video games, flag gets them up, gets them out and gets them exercising.

Over half of all surveyed parents agree that **DEVELOPING FRIENDSHIPS WITH TEAMMATES** helped contribute to their child's love of the game

OVER 50%

of youth say that their favorite after school activity is playing video games

GfK MRI Kids Study

YOU MIGHT GET SOME QUESTIONS - HERE'S HOW YOU CAN ANSWER THEM

FUN FACTS TO GET PARENTS EXCITED

30% of surveyed parents

36% of surveyed parents have injury concerns

Will my child be safe playing flag?

While flag is a contact-free sport, play can be physical and competitive. But we take active measures to ensure kids stay safe and healthy:

1. Yearly health and safety trainings for coaches
2. Consistent classes for kids on how to play the game properly and safely
3. Enforcement of standard game rules

What if I'm not sure about flag vs tackle?

While kids are more than welcome to start directly with tackle, playing flag first provides hands-on experience that emphasizes the foundations of the game. This sets kids up for success when making a future transition into tackle, where they'll have the opportunity to step up the competition with other like-minded kids.

23% of surveyed parents of current flag players have concerns over coaching quality

All kids deserve an **OPPORTUNITY TO BE COACHED AND COACHED CORRECTLY.**

We want the players to enjoy the sport they love to play and that starts with coaching and their knowledge of the sport

- Parent of a current player

Did you know that the National Association of Intercollegiate Athletics (NAIA) plans to launch **THE FIRST COLLEGE SANCTIONED WOMEN'S FLAG FOOTBALL LEAGUE** in the spring of 2021?

NFL Flag

Can I trust the quality of coaches and staff?

Flag coaches and other staff members undergo consistent inclusivity and sensitivity trainings to ensure all kids, no matter skill level, personality or goals, can find their place within the sport.

My child gets bored easily - will they enjoy flag?

Making the sport enjoyable and engaging for kids is a priority, especially during their first year. We offer exciting events like football camps, digital classes and at-home challenges to keep kids engaged with the game both on and off the field.

64% of surveyed kids who lapse out of flag do so within the first year

"The game of football has become more athletic and **FLAG IS A GREAT ENTRY POINT TO THE GAME.** My kids definitely play."

Nate Burleson, NFL Legend and Legends Youth Advisory Committee Member

Did you know that between 2017 and 2019, **FLAG FOOTBALL PARTICIPATION AMONG 4-TO-12-YEAR-OLDS INCREASED BY 38%?**

There were more flag players among this age group than tackle players!

Sports & Fitness Industry Association