

HOW TO GROW YOUTH PARTICIPATION IN TACKLE.



Youth participation in sports overall has declined 13% over the last decade – and tackle football is no exception. Reigniting momentum across the sport means doing two things:

1. Encourage **more parents to enroll** their kids in tackle football
2. **Identify kids who currently play flag** that would be interested or well-suited to make the exciting leap to tackle football

Despite the decline in participation, you've seen first-hand the benefits and positives that tackle football can provide – 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 TACKLE FOOTBALL



of surveyed parents of current tackle players agree that discipline was a key benefit to impact their choice

≤50K

For some, playing football is just too expensive. **LESS THAN 50% OF KIDS IN LOWER INCOME HOUSEHOLDS (<\$50K)** play sports

GFIC MRI Kids Study

Surveyed parents agree that **LEADERSHIP IS A BENEFIT THAT IS MORE UNIQUE TO TACKLE** compared to other semi-contact sports

Instills Sportsmanship

Teaches kids about what it means to be a 'good' sport, fostering them to become a role model for what it looks like to celebrate the wins and learn from the losses.



Generates Discipline

Provides a hands-on approach to teaching kids how to be disciplined, while also integrating useful structure and organization in their lives.



Builds Resilience

Equips kids with the skills needed to be resilient and learn to independently pick themselves up when things get challenging.



Offers Long-Term Options

Provides an avenue for kids' long-term participation with a prestigious sport, from youth scholarships to other opportunities to continue their journey, even at the collegiate level.



Fosters Leaders

Helps teach and instill what it means to be a leader, empowering kids with ways to take initiative and show responsibility for their actions both on and off the field.



Teaches Teamwork

Instills the critical value of teamwork and teaches kids how to play and interact well with others, no matter what age they enter the sport at.



Promotes Fitness

Encourages physical activity and healthy movement for kids at all levels of athletic ability, ensuring kids spend quality time away from the screen. They don't need to be the fastest on the field to be a good player!



Inspires Parent-Child Bonds

Generates moments for parents and kids to bond over a shared love of a sport, from playing catch in the backyard to following your favorite professional teams together.



Creates Community

Fosters a welcoming and supportive community for kids to be a part of and grow with across their journey with the sport. Plus, it's a true scholastic sport, so it also emphasizes community for kids in an at-school setting, too.



Forms Healthy Habits

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

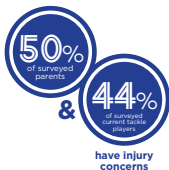


of youth say that their favorite after school activity is playing video games

GFIC MRI Kids Study

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

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



have injury concerns

A quarter of surveyed kids who quit tackle do so because **THEY DON'T HAVE ENOUGH TRAINING** on how to tackle properly

Safety is my number one priority. Will my child be protected playing tackle?

There have been significant measures put into place across youth programs that work to keep kids protected and healthy:

1. Yearly health and safety trainings for coaches
2. Coaching certifications to teach proper technique around tackling and game play
3. Enforcement of standard game rules and penalties
4. Keeping informed of new advancements in safety gear and protocols

What's the connection between flag and tackle?

Flag is a natural entry point into the world of football, often happening at a younger age for kids – it's a place where they can learn the fundamentals of the sport before taking the game to the next level with tackle. In fact, over a third of surveyed kids who quit flag decide to start playing tackle! It's the ideal gateway into kids having a long and successful journey with football.

72% of surveyed parents agree that flag football is useful and/or necessary before transitioning to tackle



I've heard tackle can be demanding – will my child be able to keep up?

There are stringent requirements in place for coaches to receive consistent inclusivity trainings to make sure all kids get both the physical and emotional attention they need to find success within the sport – from one-on-one drills to focus in on areas for improvement, to team check-ins to take a pulse on morale.



of surveyed kids who quit tackle do so because of the physical or emotional demands of the sport

I'm all about the coaches knowing what they are doing and not yelling or swearing at the players. All kids deserve an **OPPORTUNITY TO BE COACHED AND COACHED CORRECTLY**

– Parent of a prospective player

My child is intimidated to start playing. Will they fit in with the other players?

Tackle coaches and other staff members diligently work to ensure all kids, no matter skill level, size or position on the field, enjoy playing the sport. Plus, coaches also have a zero-tolerance policy for bullying to keep the atmosphere on the field competitive yet friendly.



of surveyed kids who quit tackle do so because of performance pressure from teammates, and 21% because of bullying