The NFL FLAG-In-Schools Program started in 2014
- Developed by GENYOUth as a solution to the physical inactivity crisis
- Supports Physical Education (PE) Teachers
- Reaches a new population of potential players, namely girls and young children who have never played football!

The program provides NFL FLAG-In-Schools Kits, valued at $410:
- Equipment: To replace outdated or non-existing equipment
- Curriculum: High-quality resource developed by SHAPE America
- Interactive NFL FLAG-In-Schools course from SHAPE America’s Online Institute

NFL FLAG-In-Schools receives high ratings on almost every measure and is especially strong on:
- Providing an opportunity for competition
- Helping kids learn new skills and the rules of football
- Providing an easy way for kids to engage in football and feel accomplished

"Students at East Salisbury participated in their first practice in our Flag Football Club. This club features 4 after school teams that participate in a healthy snack after school, team practice and a game once a week. Students were excited to meet and greet one another and form their teams. They got to choose team names, colors, and cheers all for their team. Students also have to complete a ‘create your own play’ design to implement next week at practice. We are very excited about our club at East Salisbury:) Thank you so much for the flags that made this happen."

Program Participation
- Teachers reported using Kits for before- and after-school programs, recess activities, and weekend/sports teams.
- 85% of participants indicated they love or like the program

By Gender
- Male: 51%  Female: 49%

By Age/School Level
- Elementary (age 5-10): 75%  Middle School (age 11-14): 22%

In-Market Reach & Potential
- All Schools in Market: 705 (potential 2,508)
- Schools with 20%+ Hispanic population: 225 (potential 467)
- Student enrollment at schools: 385,922 (potential 1,149,817)

3-year Partnership with Boys & Girls Clubs
- Year 1 recipients: 5
- Year 2 recipients: 5
- Year 3 recipients: 5

To learn how you can help to grow the NFL FLAG-In-Schools program, please contact GENYOUth directly at Lauren.Izzo@GENYOUthNow.org or 224-251-0216.