**NFL FLAG-In-Schools**

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- Equipment: To replace outdated or non-existing equipment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

"My students have been using plays from the NFL Flag Football Elementary Curriculum. Of course, they LOVE the lesson plans. I encourage them to wear their colors on Fridays to show school/team spirit. I blend the flag lessons with a warm up focused on nutrition concepts from the MyPlate food groups. Also, during warm-ups I’m using the MOOGA yoga videos and they LOVE those!!!"

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**Jacksonville Jaguars Market**

75-mile radius from stadium

$92,420 in kits given to
168 Fuel Up to Play 60 schools, reaching
114,002 students

**PROGRAM PARTICIPATION**

- 85% of participants indicated they love or like the program
- By Gender:
  - Male: 51%
  - Female: 49%
- By Age/School Level:
  - Elementary (age 5 - 10): 62%
  - Middle School (age 11-14): 34%
  - Other/Combined: 6%

**IN-MARKET REACH & POTENTIAL**

- All Schools in Market: 168
- Potential Reach: 427
- Schools with 20%+ Hispanic population: 13
- Student enrollment at schools: 114,002
- 3-year Partnership with Boys & Girls Clubs:
  - Year 1 recipients: 5
  - Year 2 recipients: 3
  - Year 3 recipients: 2

Due to limited availability, 6 schools were denied kits missing a potential of 2,424 students!

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.

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**Last data update:** 11/22/2019


The term "schools" includes all K-12 public and private schools in the US.