

NFL FLAG-In-School

Houston Texans Market Report



The NFL FLAG-In-School 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 \$440:

- Equipment: To replace outdated or non-existing equipment
- Curriculum: High-quality resource developed by SHAPE America
- Watch NFL Legend Lorenzo Alexander walk through FIS drills



NFL FLAG-In-School 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

"This year we wanted to switch things up by adding the FUTP Flag Football curriculum as one of our units. It truly is amazing to see the change in the activity levels of our boys as they are eager to get through their warm-up and stretching drills in order to get outside to continue their games from the previous day."



Houston Texans Market

75-mile radius from stadium

\$468,585 in kits given to

708 schools, reaching

496,953 students



PROGRAM PARTICIPATION



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

51% 49%

By Age/School Level 6

71% 27%

Elementary (age 5 - 10) Middle School (age 11-14)

Other/Combined

IN-MARKET REACH & POTENTIAL



All Schools in Market 708

1,041

Schools with 20%+ Hispanic population

625

674

Student enrollment at schools

496,953

569,822

Awarded Kits Potential Reach

To learn how you can help to grow the NFL FLAG-In-School program, please contact GENYOUth directly at

Lauren.lzzo@GENYOUthNow.org or 224-251-0216.

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include:





FITNESSGRAM®







Last data update: **10/07/2025**