



HEADS UP FOOTBALL

THE NEW STANDARD IN FOOTBALL

In June 2012, USA Football – with the support of the NFL – created the Heads Up Football (HUF) program. HUF is a comprehensive educational outreach program, funded in part by a \$45 million grant from the NFL Foundation, that strives to advance player safety in the game of football.

PROGRAM IMPACT:



>1 MILLION PLAYERS

representing more than 6,300 youth organizations across the country are already registered to participate in Heads Up Football for the 2015 season.



>140,000

youth coaches will complete USA Football's Level 1* coaching education courses before the 2015 season kicks off.

A recent study found youth leagues that participate in HUF have...

76% fewer injuries

34% fewer concussions in practices

29% fewer concussions in games

...than youth leagues that don't participate in HUF.

*Includes tackle certification and flag certification

**Datalyis Center, "Youth Football Safety Study" (2014): <http://www.datalyiscenter.org/youth-football-safety-study/>

AREAS OF FOCUS:



COACHING CERTIFICATION: HUF maintains the sport's only nationally accredited courses with content created from football experts and health professionals.



CONCUSSION AWARENESS: HUF has partnered with organizations such as the CDC to develop resources to help coaches and parents become educated on what to look for on the field and encourage attention to concussion symptoms.



EQUIPMENT FITTING: HUF teaches coaches, players and parents how to properly fit helmets and shoulder pads for higher levels of safety. Improperly fitted equipment can place an athlete at greater risk of injury.



HEADS UP TACKLING AND BLOCKING®: HUF employs two five-step series that teach the fundamentals to address proper tackling and blocking technique with a focus on reducing helmet contact.



PLAYER SAFETY COACH: HUF trains Player Safety Coaches to ensure compliance with core HUF health and safety protocols including coaching certification and conducting safety clinics for coaches, parents and players.



HEAT & HYDRATION: HUF deploys targeted education for coaches and parents to increase prevention, recognition and basic treatment of athletes for heat-related illnesses.



SUDDEN CARDIAC ARREST: HUF has recently included sudden cardiac arrest protocols as part of the program. Sudden cardiac arrest is the leading cause of young athlete fatalities during exercise across all sports.

HOW IT WORKS:

USA Football Master Trainers train Player Safety Coaches (PSC)

PSCs train League Coaches through Heads Up Coaches Clinics

Coaches train Parents and Players through Heads Up Football Safety Clinics

PSCs reinforce training and mentor Coaches throughout the year

SUPPORTED BY MORE THAN THREE DOZEN ORGANIZATIONS, INCLUDING:



For more information, please visit usafootball.com or nflhealthplaybook.com