



USA Football's Heads Up FootballSM program has earned unprecedented endorsements for youth player safety from experts in medicine and athletics. Nearly 2,800 youth leagues across the United States registered for the program in 2013 for the betterment of their young athletes – and more than 50 percent of all leagues are expected to join the movement for a better and safer game this season.

While keeping the game fun, Heads Up Football establishes standards rooted in education that no youth sport has done on a national level, improving how coaches are prepared, players are taught, parents are informed and safety is addressed. Youth leagues in all 50 states committed to player safety take part in Heads Up Football.

USA Football's Heads Up FootballSM program establishes important standards in several areas, including:

- Coach education and certification
- Proper equipment fitting
- CDC-approved concussion recognition and response protocols
- Hydration and heat preparedness
- Heads Up Tackling: safer and better tackling techniques

Researchers have found that playing youth football and other sports hold the following benefits for children*:

- A reduced risk of becoming overweight or obese
- An increased likelihood of being physically active later in life
- Opportunities to make new friends
- Sports participation equates to higher high school graduation rates
- Less time spent watching television
- Being more satisfied with their weight
- Higher levels of self-esteem

"Only allow your child to play when you know that USA Football certification is there for the coach and you know that your child is being taught the proper fundamentals of the game and that real intelligence has gone into the preparation of practices."

--**Tom Coughlin**, Head Coach, New York Giants



"Our coaches were ecstatic about the education that USA Football delivers through Heads Up Football. It's not just something we're doing. It's a nationwide movement – and it's for the safety of all the kids whether they are our children or somebody else's child. That makes you feel good because you know that you're doing something the right way."

--**Mike Hilton**, Denton (Texas) All-Star Youth Football League

Some of the medical and sport backers of USA Football's Heads Up Football program include:

Amateur Athletic Union	Maxwell Football Club	National Parent Teacher Association
American College of Sports Medicine	Michigan H.S. Football Coaches Assoc.	National Police Athletic League
American Football Coaches Assoc.	Minnesota Football Coaches Association	North Carolina Coaches Association
American Medical Society for Sports Med.	National Athletic Trainers Association	Northern Va. Football Coaches Assoc.
Arizona Coaches Association	NATA Research & Education Foundation	Pac-12 Conference
Atlantic Coast Conference	National Fed. of State High School Assoc.	Pop Warner Little Scholars
Big 12 Conference	National Football League	Pro Football Athletic Trainers Society
Big Ten Conference	NFL Alumni Association	Sport Safety International
Indiana Football Coaches Association	NFL Head, Neck & Spine Committee	Sports & Fitness Industry Association

*Sources: U.S. Department of Health and Human Services; National Center for Biotechnology Information