



JACKSONVILLE AREA YOUTH FOOTBALL LEAGUE REGISTERS FOR USA FOOTBALL'S HEADS UP FOOTBALL® PROGRAM FOR 2016 SEASON



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The Jacksonville Area Youth Football League (JAYFL) Jr. Crimsons, based in Jacksonville, IL, is committed to ensuring a positive youth football experience and advancing player safety this fall by providing league-wide coaching education and teaching resources that benefit players, parents and coaches through USA Football's Heads Up Football® program.

USA Football, the sport's national governing body, educates more youth and high school coaches combined than any organization in the United States. JAYFL includes five separate grade level teams, 4th grade through 8th grade, comprised of more than 150 players and 25 coaches throughout the Jacksonville area.

All JAYFL coaches will be trained in Heads Up Football® techniques before leading their teams this season. Jr. Crimson head coaches and assistant coaches will complete USA Football's accredited Level 1 Coach Certification Course, which includes Centers for Disease Control and Prevention (CDC) concussion recognition and response protocols; sudden cardiac arrest protocols; proper helmet and shoulder pad fitting; heat and hydration information; as well as Heads Up TacklingSM and Heads Up Blocking techniques, which aim to reduce helmet contact.

Through Heads Up Football, Player Safety Coach Ryan Scribner has been trained by USA Football to implement, evaluate and monitor Heads Up Football player safety protocols within the organization. Player Safety Coaches work with league commissioners, coaches, parents and players throughout the season to provide on-site clinics and mentoring to ensure that coaching and player safety best practices are used.

More than 5,500 youth football organizations and nearly 800 high schools took part in Heads Up Football in 2015.

"We are working to provide the best possible league and experience for our kids so the Jacksonville program can grow," said Mike Chappell, JAYFL President. "Players safety is most important while we teach them the game of football...and that starts with the league and coaches"

"Heads Up Football is changing for the better how coaches are trained, players are taught, parents are informed and safety is addressed," USA Football Executive Director **SCOTT HALLENBECK** said. "We are proud to have the Jacksonville Area Youth Football League join us in leading America's youth

football community, helping to further establish important standards rooted in education for the good of our young athletes.”

Heads Up Football requires seven primary elements:

Coaching education	<ul style="list-style-type: none"> • All coaches within a youth program are trained to teach the game’s fundamentals by completing USA Football’s nationally accredited Level 1 Coaching Certification Course.
Concussion recognition and response	<ul style="list-style-type: none"> • Coaches learn and are assessed on CDC concussion recognition and response through USA Football’s Level 1 Coaching Certification Course. • Coaches, parents and players are taught concussion-related protocols at the start of the season at a league-wide clinic and have them reinforced throughout the season.
Equipment fitting	<ul style="list-style-type: none"> • Coaches, parents and players are taught proper helmet and shoulder pad fitting.
Heads Up Blocking and Tackling	<ul style="list-style-type: none"> • Series of fundamental drills reinforce tackling and blocking mechanics, teaching players who to perform these basic football skills with a focus on reducing helmet contact.
Sudden cardiac arrest	<ul style="list-style-type: none"> • Instruction on how to have plans and procedures in place to quickly react in the case of cardiac events, the No. 1 cause of death for children and teens taking part in athletics.
Heat and hydration	<ul style="list-style-type: none"> • Coaches, parents and players learn heat and hydration safety measures provided by the University of Connecticut’s Korey Stringer Institute.
Player Safety Coach	<ul style="list-style-type: none"> • Appointed by each participating Heads Up Football® youth organization. This individual ensures compliance with Heads Up Football’s player safety protocols, including coaching certification and conducting safety clinics for coaches, parents and players.

JAYFL 2016 season registration is open now online at www.jrcrimsons.com

About USA Football: Indianapolis-based USA Football is the sport’s national governing body, leading the game’s development for youth, high school and other amateur football players. The independent nonprofit is the official youth football development partner of the NFL, its 32 teams and the NCAA’s Atlantic Coast Conference. USA Football (www.usafootball.com), endowed by the NFL and NFLPA in 2002, is the sport’s leader in coaching education and player skill advancement for a better, safer game.