



THE FOOTBALL
DEVELOPMENT MODEL
BETTER PLAYERS. BETTER

LET'S KICK THIS OFF

Discuss with a group of 3 or 4 sitting near you:

- **As stakeholders in high school football; What one piece of advice would you give to youth football leagues in your community?**
- **What one piece of advice would you give youth coaches?**
- **What is the best thing happening in youth football right now?**
- **If you could change one thing about youth football what would it be?**

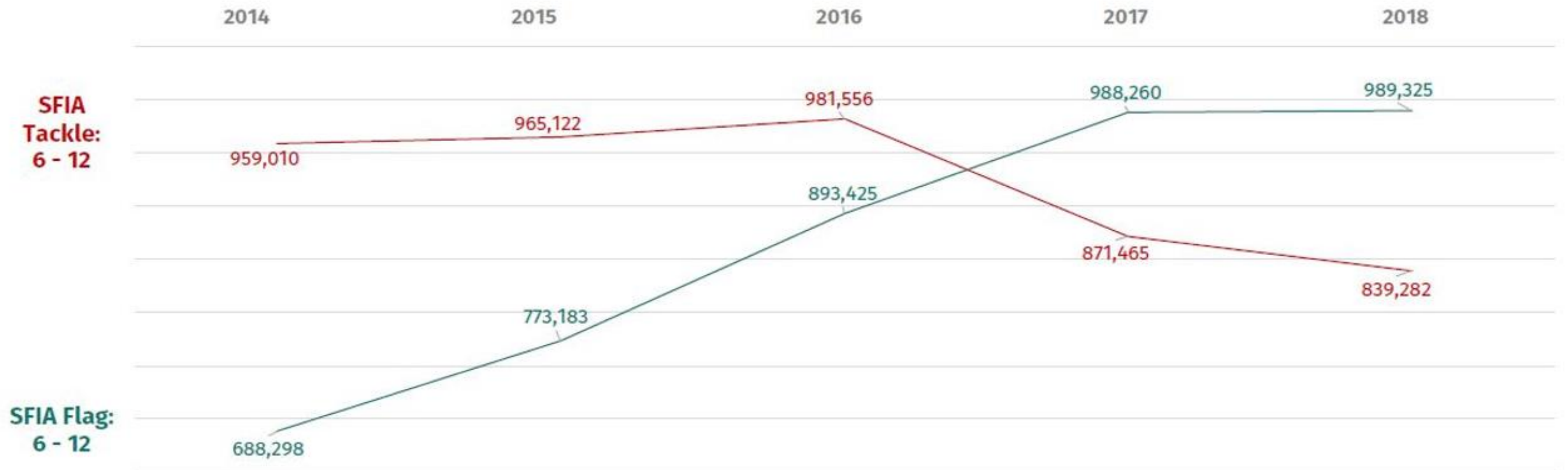


CURRENT STATE OF FOOTBALL

- 1. ALTHOUGH FLAG IS GROWING, CONVERSION TO TACKLE PROGRAMS IS LOW**
- 2. YOUTH ORGANIZATIONS ARE FRAGMENTED WITH INCONSISTENT STANDARDS**
- 3. THE GAME IS INTERNALLY PERCEIVED SAFER THAN ITS EVER BEEN BEFORE BUT EXTERNAL FEAR OF SAFETY HAS LED TO LEGISLATION**
- 4. FLAG FOOTBALL IS BEING PERCEIVED AS A MORE ATTRACTIVE OPTION**
- 5. PARTICIPATION CONTINUES TO DECLINE IN TACKLE FOOTBALL (Y&HS)**

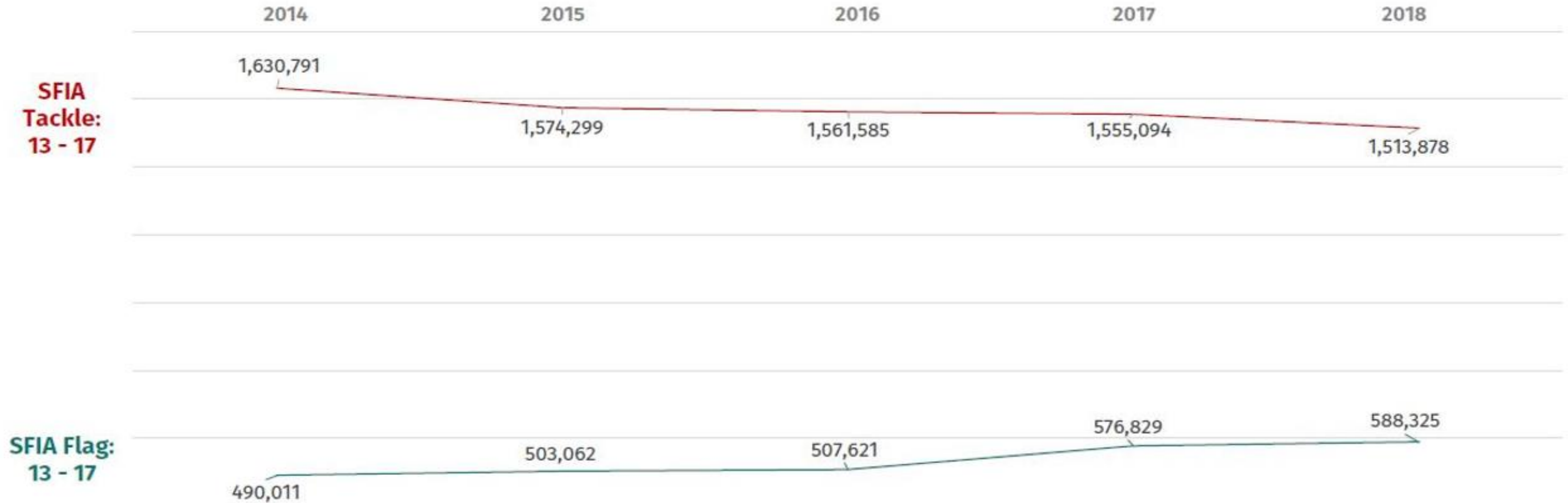


FOOTBALL PARTICIPATION (6-12)



	5 yr. % Change	Figure Change	Avg. Annual % Change
Flag: 6 - 12	43.7%	301,027	4.9%
Tackle: 6 - 12	(12.5%)	(119,718)	(3.5%)

FOOTBALL PARTICIPATION (13-17)



	5 yr. % Change	Figure Change	Avg. Annual % Change
Flag: 13 - 17	20.1%	98,314	1.2%
Tackle: 13 - 17	(7.2%)	(116,314)	(0.8%)

FOOTBALL PARTICIPATION SURVEY

Tackle:

- When observing five-year tackle football trends, there has been a net loss of 9.1 percent. This loss equates to almost a quarter of a million tackle football athletes between the ages of 6 – 17.
- The distribution of the 9.1% loss was evenly distributed among the 6 – 12 and 13 – 17 age groups.

Flag:

- Observation of five-year flag football trends reveals an increase of 33.9 percent or 399,342 additional athletes between the ages of 6 - 17.
- For flag football, 75% of the participation gain was driven by the 6 – 12 age group.
- In 2017, the number of reported flag football athletes for the 6 – 12 age group surpassed the number of tackle participants.



KEY RESEARCH FINDINGS

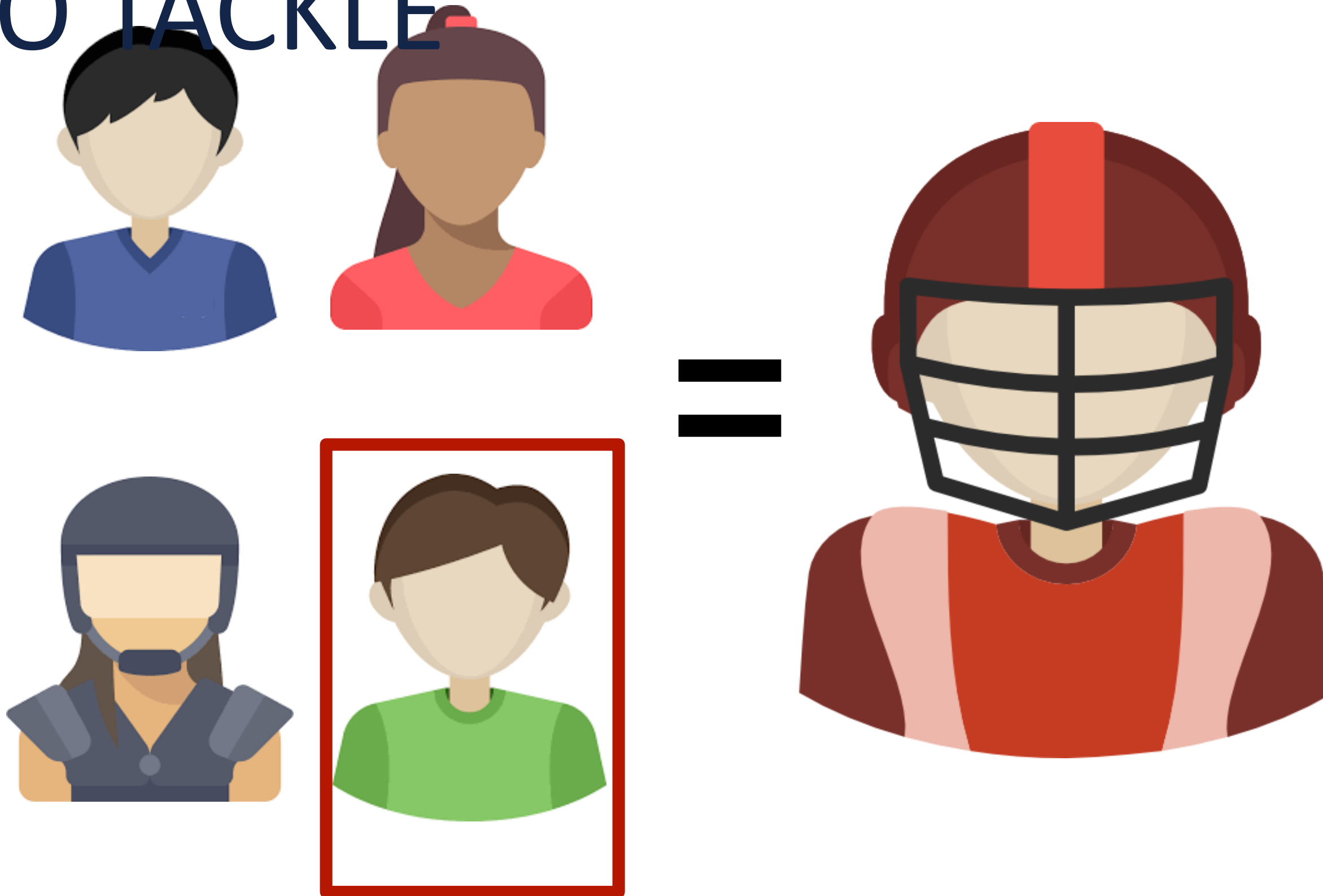


	2018	5-Year Difference	5-Year % Change
Tackle (6-17)	2,353,161	(236,640)	-9%
Tackle (6-12)	839,282	(119,728)	-12%
Tackle (13-17)	1,513,878	(116,913)	-7%
Flag (6-17)	1,577,651	399,342	34%
Flag (6-12)	989,325	301,027	44%
Flag (13-17)	588,325	98,314	20%
Tackle + Flag (6-17)	3,930,811	162,701	4%



TRANSITION FROM FLAG TO TACKLE

TO TACKLE



1:4

**Only 25% of Flag Football
participants will convert to
play Tackle Football**

THE SOLUTION

REIMAGINE

HOW WE COACH, EXPERIENCE AND PLAY

FOOTBALL



WHAT IS THE AMERICAN DEVELOPMENT MODEL?



The model utilizes long-term athlete development concepts to promote sustained physical activity, participation in sport and Olympic and Paralympic success. These concepts have been tailored to create a framework for developing American youth through sport.

ADM = DEVELOPMENTALLY APPROPRIATE TRAINING

FOOTBALL DEVELOPMENT MODEL COUNCIL

M



Dr. Brian Hainline

NCAA, (FDM Council
Chairman)



Dr. Gerard Gioia

Children's National
Health System



Dr. Michael McCrea

Medical College of
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Pop Warner Little
Scholars



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Conference



Buddy Teevens

Dartmouth
College



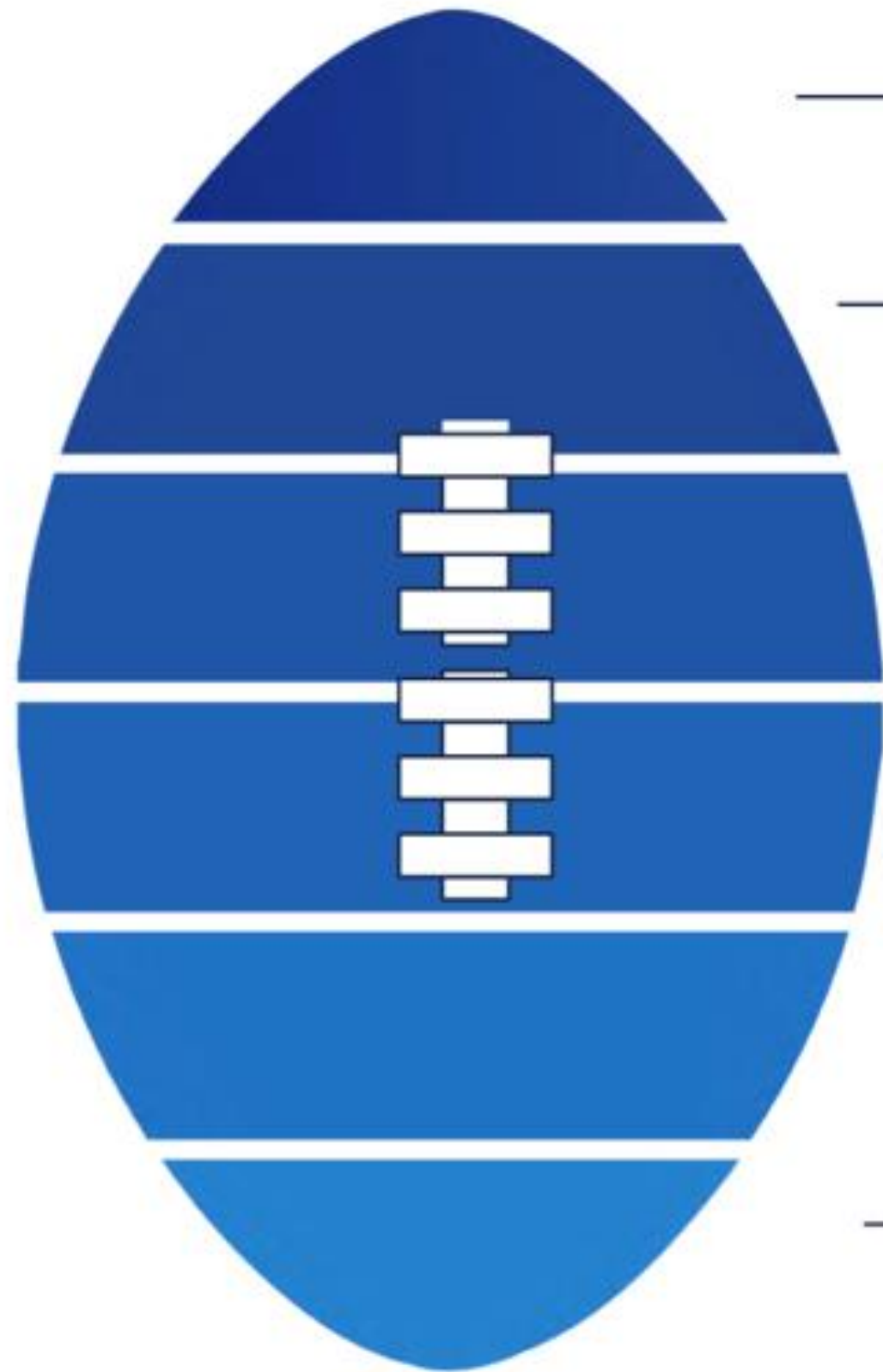
Troy Vincent

National Football
League





PHILOSOPHY OF THE FOOTBALL DEVELOPMENT



Whole Person & Multi-Sport Development

Physical Literacy & Skill Development

Coach Education & Training

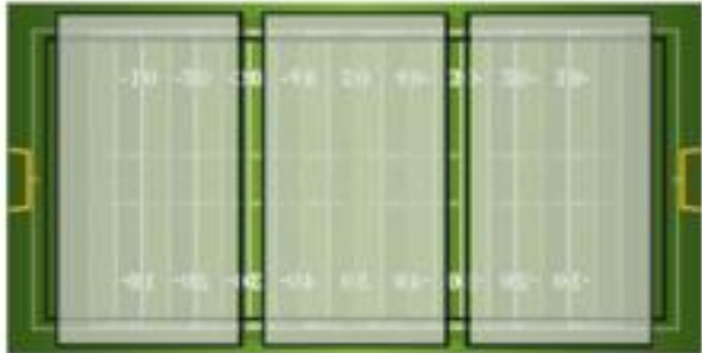
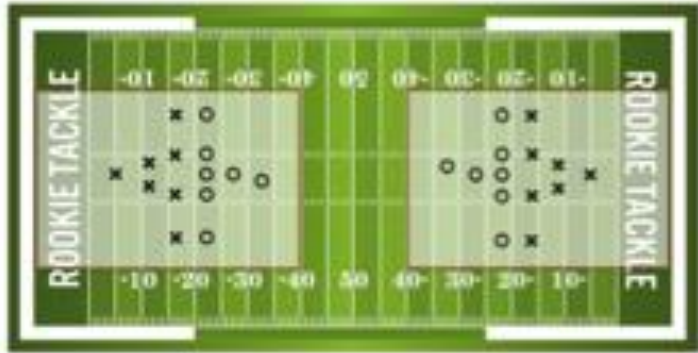
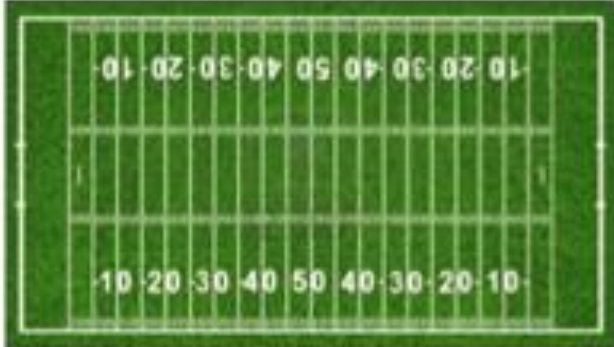
Multiple Pathways & Entry Points

Fun & Fulfilling

Participation & Retention

PLAYER DEVELOPMENT THROUGH MULTIPLE PATHWAYS



Game-Type	Learn to Play	Non-Contact / Flag	Modified Game / Rookie Tackle	11-Person
Players		5x5, 6x6, 7x7	6x6, 7x7, 8x8, 9x9	11x11
Membership		Yes	Yes	Yes
Coach Certification		Yes	Yes	Yes
Field Size				



FOOTBALL'S CORE SKILLS



SKILL AND AGE-BASED EDUCATION WITH DEVELOPMENTAL READINESS	
PHYSICAL MOVEMENT FOUNDATIONS	
CHARACTER DEVELOPMENT	
PASSING	
RUNNING/RECEIVING	
PREP FOR CONTACT/CONTACT SKILLS	
KICKING/PUNTING	
ATHLETE WELLNESS	



PASSING → KEY PERFORMANCE INDICATORS



SKILL AND AGE-BASED EDUCATION WITH DEVELOPMENTAL READINESS

5 & UP PASSING KEY PERFORMANCE INDICATORS



Passing (Using a developmentally appropriate-sized football)

- ☐ Throw a ball with an overarm motion while stepping forward with the opposite foot
- ☐ Throw a ball overhand with proper hip and shoulder rotation
- ☐ Throw for distance with accuracy to a stationary target (5+ yards)

8 & UP PASSING KEY PERFORMANCE INDICATORS



Passing (Using a developmentally appropriate-sized football)

- ☐ Complete the throwing motion with proper hip and shoulder rotation, staying on balance with proper follow through
- ☐ Throw for distance and accuracy to a stationary target (10+ yards)
- ☐ Throw with accuracy to a moving target (5+ yards)

10 & UP PASSING KEY PERFORMANCE INDICATORS



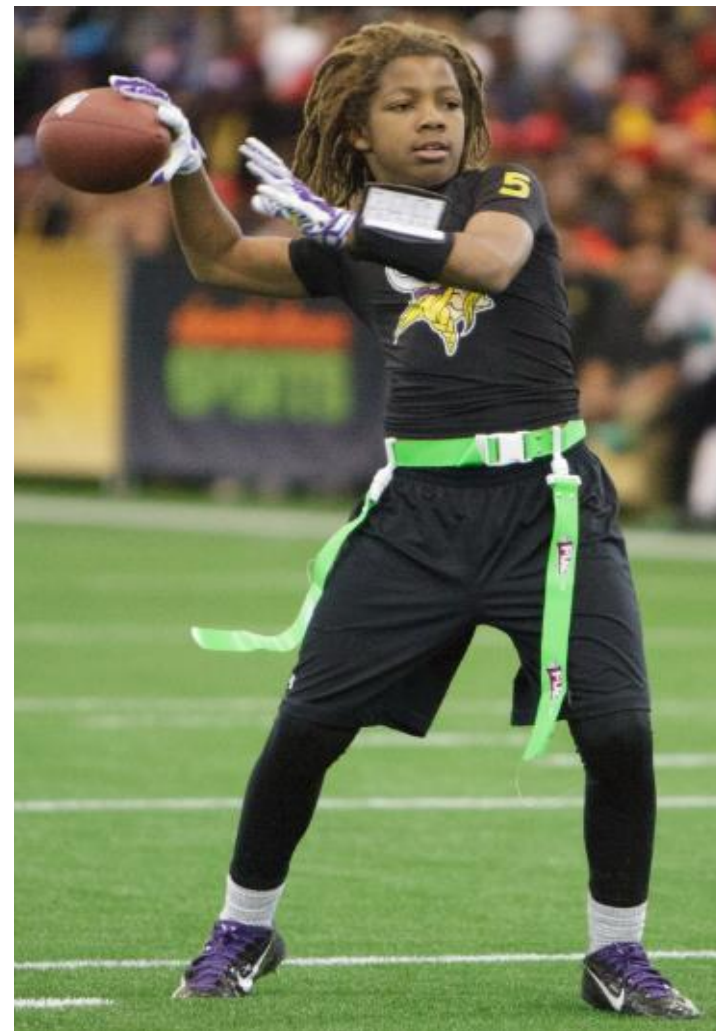
Passing (Using a developmentally appropriate-sized football)

- ☐ Throw with accuracy to a stationary target using a medium trajectory (15+ yards)
- ☐ Consistently demonstrate the ability to lead a moving target running a prescribed route (<15yds)
- ☐ Can demonstrate coordinated and fluid movement throughout the entire throwing motion

Pre-Pass Position – Posture – Arm Mechanics – Finish



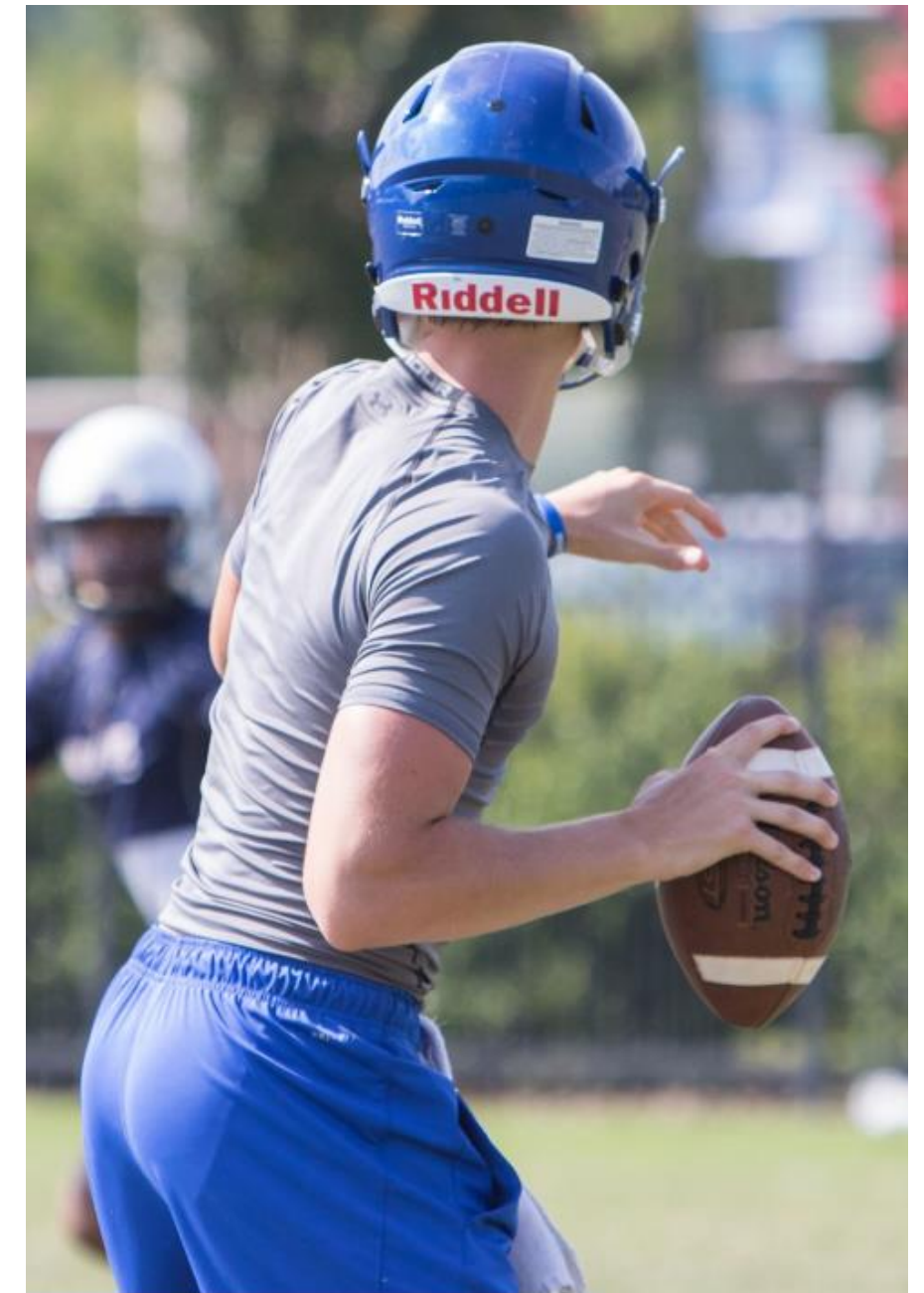
Grip
Base



Grip
Base
Ball Carriage



Grip
Base
Ball Carriage
Footwork



Grip
Base
Ball Carriage
Footwork
Mobility

FDM RESOURCES

1. PLAYER PROGRESSION GUIDE

- PRACTICE PLANS
- DEVELOPMENTAL CHECKLISTS
- SKILLS AND DRILLS
- ASSESSMENTS

2. CONTACT GUIDE

3. PARENT GUIDE

4. RULE BOOKS BY GAME TYPE

5. LEAGUE IMPLEMENTATION GUIDE

8+ Practice Plan 1

CHARACTER DEVELOPMENT/ATHLETE HEALTH

5 minutes

- Teamwork

Use TrueSport Teamwork Lesson Resources

DYNAMIC WARM UP

7 minutes

- Walking Knee Tucks (2 x 10 yards)
- Straight Leg March (2 x 10 yards)
- Single Leg Quad Stretch and Reach (2 x 10 yards)
- High Knees (2 x 10 yards)
- Carioca (2 x 10 yards)

ATHLETIC FOUNDATIONS

10 minutes

- Partner Mirror Drill – Lateral Shuffle (5 minutes)
- Log Roll Bonanza (5 minutes)

Don't let the feet touch
Focus on movement transitions

HYDRATION BREAK

2 minutes

INDIVIDUAL SKILLS

28 minutes

- **PASSING**
Lunge with a Twist (2 x 10 yards)
Meet in the Middle Grip Drill (3 minutes)
Trunk Rotation Throws (4 minutes)
Partner Step and Throw (4 minutes)
- **RUNNING & RECEIVING**
Receiving (Working with Passers)
QB Open Steps/Hand-off Drill (7 minutes)
- **PREP FOR CONTACT**
Bear Crawl/Seal Crawl Relay (5 minutes)
Forward and Backward Shoulder Rolls (5 minutes)

Get shoulder pointed at target
Discuss ball carriage position with the grip
Focus on getting the shoulder pointed to the target
Focus on fluid throwing motion

Hands ready, up and away from the body
Practice turning right and left

Bear crawl down/seal crawl back (10 yards)
Work both right and left shoulders

HYDRATION BREAK

2 minutes

TEAM OFFENSE

15 minutes

- Work team and position specific skills and scheme

TEAM DEFENSE

15 minutes

- Work team and position specific skills and scheme

COOL DOWN/BREAKDOWN

- Reinforce Teamwork lesson



FDM PILOT PROGRAMS - 2019

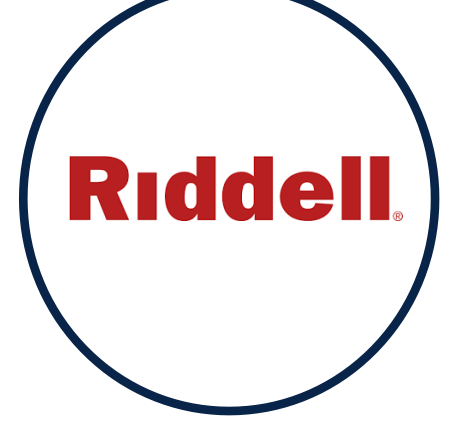
FDM PILOT PROGRAMS

1. In-Person Executive Trainings
2. In-Person Coaches Clinic
3. League Implementation Materials
4. Pre-season and Post-Season Skill Assessments
5. Multiple Research touch points



FOOTBALL DEVELOPMENT MODEL SUPPORTERS

SUPPORTERS



THE CRITICAL ROLE OF THE HIGH SCHOOL A.D. &

- How can this philosophy and developmental model positively impact high school athletics?
- What role can the high school A.D. and Coach play?
- USA Football firmly believes that high school coaches are the key!
 - Working side-by-side with the NFHS and the NIAAA!



THANK YOU!

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FOOTBALL DEVELOPMENT MODEL **BETTER-PLAYERS BY DESIGN**



USA[®]
FOOTBALL