

Promoting High School Football

Coaches,

As you (fast) approach the start of pre-season practices we need your help!

Over the course of the last couple years the MHSFCA has made a concerted effort to identify and address concerns of parents about the safety of their kids when it comes time to decide to allow their kids to play football – or not. This started with a joint venture with the MHSAA, the *Safer Than Ever* program, and included last fall's Facebook video postings declaring the values players have gained through participating in the sport. (The link to the Facebook videos can be found at MHSFCA.com.)

The next step:

We've contracted with Amy Teddy of the Sports Neurology Clinic, who has in-turn enlisted the help of researchers at CMU, to conduct online, video interviews with parents. The point of the interviews will be to allow us to identify three things:

1. A "message" that will help to dispel the qualms parents have about allowing their kids to play high school football
2. The most efficient method of getting that message out to parents
3. A creditable messenger.

We need your help!

Know parents who are making or have recently made the "to play or not to play" decision?

We need names, phone numbers and/or email contacts for those parents. We'll call/email them to ask if they'd be willing to be interviewed and then follow through with those who agree.

Get the information – names and contacts - to me. I'll forward to Amy. We'd like to get the process started before the season gets underway, so ASAP. Get it off your list of things to do now.

Questions – Let me know!

Thank You,

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