

MAKING THE GAME SAFER

If you watch television or go to the movies, you've seen Bobby Hosea. You just might not realize it.

In an acting career that has spanned more than 25 years, Hosea has appeared in dozens of television shows and movies including 24, CSI, Heroes, Cold Case, Xena: Warrior Princess, Independence Day – the list goes on and on. He's portrayed military officers, police detectives, doctors – even OJ Simpson.

But, in football circles, Hosea would rather be known for giving something back to the game. The former star defensive back for UCLA who went on to play in the CFL and USFL has developed a method of tackling that takes the head out of the hit, thereby reducing, if not eliminating the likelihood of helmet-to-helmet contact that causes traumatic head injuries.

To teach young players his safer way to tackle, Hosea has been operating a youth academy in Southern California for 15 years. To help spread the word around the country, he conducts seminars for coaches who want to implement his tackling technique. Now, for the first time, Hosea is sharing his method with a national audience of coaches.

Although his focus has been on youth programs, he believes, and evidence shows that the safer tackling technique can be taught to and used by players at any level.

As we've said many times, it is in the best interest of everyone involved in football to make the game safer. We believe that Bobby Hosea's approach to helmet-free tackling can be an important part of that effort.

Also in this issue, we present a checklist to help your staff and your athletes achieve a proper fit for their most important piece of protective equipment – their helmet. An ill-fitting helmet can almost be as dangerous as no helmet at all, so take the time to review these guidelines and work with helmet manufacturers to make sure that proper fitting procedures are being followed.

Safer football is better football, and we hope that these features will contribute to a safer season this fall.

NEW YORK'S FINEST

Everyone on my high school football team in upstate New York in 1970 knew that there was one opponent that we simply were not going to beat. It wasn't just our team – nobody could beat them. They were the biggest and best coached team in the region by far.

That team was Shenendehowa High School in Clifton Park and they were coached back then by Brent Steuerwald. Today, over 40 years later, they still are.

I had the privilege of meeting Coach Steuerwald at this year's AFCA convention, where he was honored as the recipient of the prestigious Power of Influence award. With over 300 games won, dozens of championships earned and thousands of athletes mentored, Steuerwald is the epitome of influence. In this issue, he shares some of the principles of communication and motivation that have guided him in his 43 years as head coach at Shenendehowa.

In upcoming issues, we'll be working with Coach Steuerwald to present a series of articles that cover various aspects of program management – dealing with everything from working with your equipment manager to building a successful strength and conditioning program. We can't think of a better coach to share his perspective on these topics that impact every program in America.

As for Steuerwald's Shenendehowa Plainmen, some things never change. Last season, they beat my alma mater, 48-6. Ouch.

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TACKLE SAFE



BOBBY HOSEA'S PIONEERING TACKLING TECHNIQUE PROTECTS PLAYERS FROM DEVASTATING HEAD INJURIES.

David Purdum

As a coach, what are you doing right now to make the game safer for your current and future players? Could you be doing more to ensure head-to-head hits are eliminated from the game?

Bobby Hosea can help you answer those questions. Hosea, a former UCLA cornerback who played professionally in Canada and in the USFL, has emerged as a passionate and authoritative voice in the movement to change the violent tackling culture in football. He enlightens coaches, parents and players on exactly how concussions or neck and spine injuries occur and develops innovative tackling methods that can reduce these devastating personal tragedies.

"If you hit a ball carrier with your head, your head's going to stop, but your momentum is going to continue and so is his," Hosea explained. "All that pressure is going to compress your spine and the base of your neck. Your brain is

going to fly forward and slam against the inside or your skull from your head stopping so abruptly."

Hosea coaches a tackling technique that has reduced head injuries for entire youth leagues. He's a developer of talent, like San Francisco 49ers safety Dashon Golden (pictured above). "I learned things from Coach Bobby that I still use today," said Golden, who was fourth on the 49ers in tackles last season. "Players still come up to me today and ask how I hit so hard. I'm not the biggest guy out there, but if you come with the proper technique, you'd be surprised."

Hosea's also a father, who got a reality check when he became the head coach of his son's Pop Warner team. "When I became the head coach, it just hit me," Hosea remembered. "I went from having one son on the team to 25 sons. I knew I never wanted to see any one of them get carried off the field. I went home and prayed."

That reality check combined with Hosea's prayers spawned what is now the Train 'Em Up Academy. But don't confuse this with just another tackling camp. Fifteen years after its inception, Hosea's Academy features coaching tackling safety certification clinics and mothers' tackling safety summits in addition to player camps. He even has a fund-raising method in place to help coaches generate revenue to implement his system. And, if he has his way, the methods taught at the Academy would become mandatory. He's pressing for legislation that would require coaches and players to get certified in tackle safety. Hosea's system already has been mentioned in Congressional hearing on football-related brain injuries.

Most importantly, Hosea's system works. Mike Kulow, a veteran youth coach in a California Pop Warner league, told *Time Magazine* last January that after sending players and coaches to Hosea's camp, the 450-player league had

©San Francisco 49ers

only one whiplash injury the following season.

"There are no more excuses," Hosea emphasized. "We have to protect our young athletes. We have to eliminate injuries caused by helmets now, immediately; not next season; not after you raise the money, now. Frankly, if you're not willing to do that, you shouldn't be coaching."

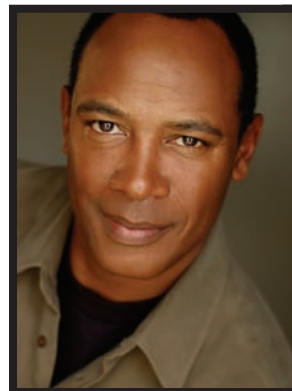
Bobby Hosea's Helmet-Free Tackling Technique

Teaching our youngest football players helmet-free tackling technique and having them use these techniques throughout their playing careers is the key to long-term reduction of head, neck and spine injuries. But Hosea insists that we've reached a critical point where every coach at ev-

erent level should be re-teaching his players how to tackle without involving their head.

erent level should be re-teaching his players how to tackle without involving their head. Hosea scoffs at the notion that NFL players can't be taught to quit leading with their heads. After being repeatedly fined by the NFL, Pittsburgh Steelers linebacker James Harrison threatened to retire, saying he was being penalized for playing the way he had been taught. That's a major problem, says Hosea. "Those are the best athletes in the world," he said. "They are human beings, who are perfectly capable of learning to tackle without their head. Coaches aren't properly educated on how to get the helmet out of the tackle so they can't teach it properly," he added.

So what is Hosea's proper tackling technique? It starts with an attacking mindset and pinpoint body positioning. A player in proper tackling position, according to Hosea, has his feet shoulder-width apart and knees are bent at a 45-degree angle with the goal of having the tackler's eyes below the ball-carrier's facemask.



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So what is Hosea's proper tackling technique? It starts with an attacking mindset and pinpoint body positioning. A player in proper tackling position, according to Hosea, has his feet shoulder-width apart and knees are bent at a 45-degree angle with the goal of having the tackler's eyes below the ball-carrier's facemask.

The most noticeable difference in Hosea's technique is the defender's arms, which are extended behind his back with palms up. This creates an inward curve in their spine and forces the player's head up. Once the player is in the position, he drops his arms down to his side with fingers pointing forward and over his kneecaps. This is what Hosea calls D.B.P., "De-

**"We have to protect
our young athletes. We have to
eliminate injuries caused by helmets
now, immediately; not next season;
not after you raise the money, now."**

- Bobby Hosea

drop into that imaginary hole, then come up and through him."

At this point, Hosea instructs his players to "rip and shoot," by ripping their arms forward in an upper-cut motion, which causes their hips to roll forward and their head to move up and away. "You're going to hit them with your shoulder and lift the ball carrier up off the ground," Hosea described. "You're hitting with your legs, which generate the power. Your hips transfer the power, and your arms help accelerate your hips and transfer that power even faster. So when a ball carrier is running at you, you're generating momentum to meet their momentum. Plus, since you're below the ball carrier and coming up, you're actually dissecting their energy so it's not compressing your spine."

If the ball carrier cuts, Hosea instructs de-

fenders to shuffle and stay on the offensive player's trail hip, the back hip or the hip that is opposite to the direction he is going. If the ball carrier cuts right, a defender would want to say on his left hip. "Do not cross his center," said Hosea, "because that's when he'll cut back on you and you'll lose him. If you stay on his trail hip, he'll cut back into you and you'll be in position for a form tackle. Keep your eyes across the front of his body and come from belt-buckle high, up and through his body."

Conditioning to Make a Helmet-Free Tackle

Through his 15 years working with youth football leagues, Hosea has noticed more and more that young players do not have the proper

strength and conditioning to execute a helmet-free tackle when they begin their football careers. Often, their legs won't be strong or flexible enough to get in the position to avoid hitting with their helmet.

"To get as low as I need players to get, you have to strengthen and build endurance in those muscles," said Hosea. "Start your kid out early doing forward lunges, keeping his torso straight, backward lunges, leg lifts, crunches, sit ups and pushups. Strengthen those areas that are going to be under stress, including the shoulder areas that are going to be under stress from grabbing, falling down and running into each other. Don't use weights – just let them use their own bodies."

Drills to Improve Technique

To enforce D.B.P., "Defensive Body Position," Hosea starts one drill with players on their knees and a tackling pad laid out vertically about an arm's length in front of the player. The player's arms are back with palms up. At the whistle, players whip their arms up in an upper-cut motion, which causes their hips to roll forward and their head to move up and away. They then flop their chest onto the pad and wrap up. Hosea makes his players hold the proper position for a few seconds, because it will put some stress on players' torsos and upper legs. He asks

them to ‘feel the burn and want the burn.’ Hosea said, “They like it because they know they’re doing it right when their legs begin to burn.”

In another drill, Hosea simulates the entire tackling process, using his Dip ‘N Sticks, pseudo-limbo poles, roughly 3 ½ to 5 feet tall, to force players to get low and into proper tackling position. The Dip ‘N Sticks, which Hosea first built out of PVC pipe, are positioned in front of tackling dummies. Players are instructed to close a three-yard gap between themselves and the ball carrier, which is represented by cones. During the three-yard close zone, Hosea tells his players to “buzz their feet.”

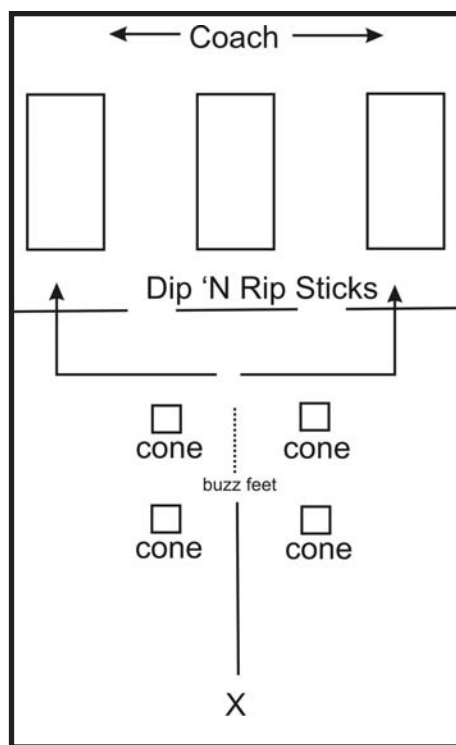
“Your toes go out, you get flat-footed, digging your heels and arches and balls of your feet,” Hosea explained. “It’s real quick, buzzing of the feet, and it only lasts about three seconds.” Once they reach the cone (ball carrier), Hosea points left or right, simulating a cutting ball carrier. The defender mirrors the cut, dips under the Dip ‘N Stick then rips through the tackling dummy with the uppercut motion (See **Diagram**). These drills and more can be seen on Hosea’s well-crafted YouTube training video at www.youtube.com/watch?v=XFXpsSincVM.

Bobby Hosea has been fortunate to partner with companies that share his concern for player safety. One of those companies is helmet manufacturer Xenith. Hosea and Xenith teamed up after he met CEO and founder Vin Ferrara at

a safety convention. They joined forces in 2009. “I teamed with Xenith because they impressed me with their outside-the-box thinking about safety,” said Hosea. “They’re trying to combine technology with know-how, and that’s the per-

fect marriage. They’ve been very open about trying to make a safer helmet, while emphasizing that technique and learning to eliminate from the head from tackling are key.”

Since 1997, Hosea’s tackling training systems have proven to lower the incidence of helmet-first impact during live competition. With the growing number of head-related injuries in football, Bobby Hosea looks at his camps as saving the sport, one youngster at a time. ▲



Startling Facts About CONCUSSIONS

- ✓ According to a study by the National Center for Injury Prevention, nearly one of two high school football players (47 percent) say they suffer a concussion each football season, with 35 percent reporting multiple concussions in a season.
- ✓ Children below 14 and young people 15-19 are at the highest risk for a traumatic brain injury (TBI).
- ✓ According to the U.S. Consumer Product Safety Commission, football accounted for 36,412 traumatic brain injuries in 2007. Only cycling produced more.



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Brooke de Lench

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When Bob Cantu Says No Collision Sports Before Age 14, Parents Need to Listen

Submitted by [BROOKE DE LENCH \(USERS/BROOKE-DE-LENCH\)](#) on Thu, 09/15/2011 - 13:23. | 369 views | 0 comments**My Recent Posts**

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Average:

The blockbuster announcement came across my desk two days ago, but it took me a while to process its full significance. In fact, it may take me a while longer to fully appreciate all of its implications for youth sports.

Dr. Bob Cantu, MomsTeam's first concussion expert, and someone I have known and respected for more than a decade, is [recommending](http://www.thebostonchannel.com/health/29168930/detail.html) (<http://www.thebostonchannel.com/health/29168930/detail.html>) that kids under the age of 14 not participate in collision sports as currently played.

That's right: Dr. Cantu, one of the nation's pre-eminent concussion experts, co-director of the Center for the Study of Traumatic Encephalopathy at the Boston University School of Medicine, co-director of the Neurologic Sports Injury Center at Brigham & Women's Hospital, and co-founder, with [Chris Nowinski \(/node/3831\)](#), of the Sports Legacy Institute, will detail in his forthcoming book a recommendation that kids should delay playing collision sports such as football, hockey and lacrosse (or that the rules be changed to reduce or eliminate head contact, such as flag, not tackle, football and no body-checking in hockey), to reduce the risk of developing chronic traumatic encephalopathy (CTE), which leads over time to personality changes, memory loss, even dementia. Early signs of CTE in the brains of 17- and 18-year olds, says Dr. Cantu, have been detected in the brains of kids who showed no symptoms when they were alive.

"The young brains are more vulnerable, they're less myelinated (the protective sheath - myelin - that develops around neurons), the necks are weaker, the heads are bigger proportionately so the forces that accelerate the brain need not be as high to produce higher acceleration," Cantu told Boston's WCVB-TV.

It's not just concussions that worries Dr. Cantu, its the accumulation of sub-concussive blows: "In fact, we've had a number [of brains] in our center who have had no recognized concussions at all, so its total brain trauma."

"We have millions of youngsters putting their heads into collision sports right now and we don't really know how safe this is for them," Cantu said.

Hopefully, the recommendation from Dr. Cantu will carry the necessary weight to have some real impact (pardon the pun) on the youth sports community. MomsTeam and I have long advocated in favor of a delayed start to playing collision sports. As early as 2006, when my book, *Home Team Advantage*, was published, I was trumpeting the recommendation of the American Academy of Pediatrics that children wait until middle school to play collision sports like football, and was writing about studies that, even then, showed that a "history of concussions and probably sub-concussive contacts to the head may also be risk factors for late-life memory impairment and mild cognitive impairment."

Tough choice for parents

So what is a parent of a young athlete who has been playing football since he was seven, or who is considering signing up their child for Pee Wee hockey for their child to do?



Take Dr. Cantu's advice seriously. Seriously consider whether allowing your child to play collision sports at an early age is hazardous to their long-term health. Weigh the rewards and benefits of participation in collision sports against the now undeniable risks.

One thing that Dr. Cantu's recommendation makes clear is the need for better training of youth athletes, a view shared by Rosemarie Sclaro Moser, Ph.D., sports neuropsychologist, founder of the Sports Concussion Center of New Jersey, and a MomsTeam expert. "A big consideration in all high risk sports is that at whatever age the youth transitions to contact or collision, whether 12, 14, 16, or 18 years of age, youth athletes will need to be trained to engage in safe, proper contact," Moser says. "Otherwise, lack of a proper program of training safe contact skill development will essentially defeat the purpose of setting an age designation. That means we will need educated coaches to teach safe and proper skill contact development in practices, so that when the youth athlete transitions to game contact, he or she will be ready, at any age. We know that kids' brains are vulnerable, that youth concussion is a public health problem, and that the effects of concussion can be devastating. We also know that sports can play an important role in a child's overall development as a person. The question is, Can we provide the resources and support necessary to make all youth sports safer, whether the sport is considered a collision, contact, or noncontact sport?"

The need for better training of youth and high school football players in proper tackling is a subject I also have been writing about for years. A [recent NATA study \(/node/2744\)](#) shows that high school players are at greater risk for concussive events in part because they haven't learned proper tackling techniques. MomsTeam has consistently promoted the efforts of coaches like [Bobby Hosea \(/node/2958\)](#) to teach players to use what he calls "Dip n' Rip" (a tackling technique in which a football defender stops the ball carrier with an upward thrust across the chest and shoulders, not by leading with his helmet).

Proper tackling technique needs to be taught at every level, from Pop Warner to high school. At least one concussion expert thinks it might eliminate up to half of football concussions at the youth and high school levels. Because the [risk of concussion triples \(/node/3041\)](#) among younger hockey players in leagues where body checking is allowed, there has been a move afoot to ban the practice at the Pee Wee level. [Teaching how to absorb body contact in hockey \(/node/3016\)](#) is also something that expert groups, like the American Academy of Pediatrics, recommend as a way to reduce the risk of brain injury.

What I wrote in that same blog post almost two years ago is worth repeating today: "Recent news stories have recounted how parents of football players have been torn about whether they should let their kids continue playing and describe the prospect of long-term injury if they keep playing as "kind of scary." Some report having decided not to let their kids play football based on the new evidence."

Again, this is something I faced ten years ago. As I have recounted often on this site, "I ultimately decided to end my son Spencer's football career after his sophomore year in high school because to continue playing, given his history of concussions and learning disabilities, posed, in my view, an unacceptable risk of long-term injury. And this was long before studies began coming out showing just how potentially dangerous football was to a player's long-term mental health."

But as I said then, and say again now, "I am not now and have never suggested that parents simply refuse to let their children play football. But parents do need to make the decision based on complete information; information which they still do not have [but is rapidly becoming available, as researchers in Boston, at Purdue University, the University of North Carolina and Virginia Tech, find out more and more about the link between sub-concussive blows and short- and long-term brain injury].

As I said then, "More research is needed over a longer period of time before we will know - if we will ever know - just how dangerous football is to the human brain - particularly the developing brain of a youth, middle school or high school player. There is not now and never will be a one-size-fits-all answer. It is likely that the American obsession with football will continue for decades to come. But at the very least we ... need to continue to provide the very best information."

Words that, in light of Dr. Cantu's new recommendation, resonate even more clearly today.


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Former Bruin Bobby Hosea tackles the mission of teaching proper football technique

By RYAN MENEZES

Published May 17, 2012, 2:01 am in Sports

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LAWNDALE — This is a camp for football players, though there isn't a football in sight.

On this particular Saturday morning, there is no football field, either. The grass at Leuzinger High School is undergoing maintenance, but Bobby Hosea is undeterred. He does not need a field, nor shoulder pads, nor helmets. The former UCLA cornerback has adjourned to a basketball gym, where his lessons remain mostly unchanged.

Inside are a handful of young football players waiting to get started. They range from a beefy

high-schooler heading into his senior year on the football team and hopefully beyond, to a pair of younger boys who stand about half the height of their counterparts.

Every session begins with Hosea peppering his campers with a battery of questions, starting with a simple one: What scares you to death about tackle football?

The answers are varied and vague. If anyone needs help answering, Hosea has plenty of evidence from every level of football that he has compiled into video clips.

Hosea believes fear begets fear — fear of missing the tackle, fear of injuries, fear of the unknown — and that by enlightening young players, there will be less to be afraid of.

While football leagues scramble in light of increasing player safety concerns, Hosea is putting safety in players' hands. His camps focus solely on proper tackling by eliminating helmet contact and using the chest to deliver hits.

Hosea is on a mission to change the sport by teaching young kids about the skill synonymous with football, even though he thinks what he does has little to do with the sport.

"This is not a football issue," Hosea said. "This is not a sports issue. This is a health crisis in America."

Tools



 REPRINTS

Isaac Arjonilla

Former UCLA cornerback Bobby Hosea, foreground, runs campers through the first drill at his Train 'Em Up Academy, held inside a Leuzinger High School basketball gym. Hosea teaches young football players to keep their head up while tackling by swinging the arms up and keeping the hips forward. Before moving on to tackling dummies, campers must practice the technique by falling on mats.



 REPRINTS

Isaac Arjonilla

Devin Hynes, 14, of Covina illustrates Hosea's Dip 'N' Rip technique in a full-speed drill. Hynes and his twin brother have been attending Hosea's camps for over a year.

Galleries



Hitting a tackling issue in football

Bobby Hosea, a starting cornerback on the 1977 and 1978 UCLA football teams, conducts a camp as a part of

his Train 'Em Up Academy at Leuzinger High School in Lawndale.

Despite the change in venue, Hosea still greets everyone at the door with the wide smile that he used during his days as an actor. At 57, he still cuts a well-built figure that he used to deliver tackles during his days on the gridiron.

Hosea transferred to UCLA and started during the 1977 and 1978 seasons. He played professionally, but began a far more rewarding acting career on the side. After five years spent in Canada and the United States Football League, his focus shifted to acting.

It was during research for a role that Hosea learned that every Marine is required to be a rifleman first. He carried that principle on to his tackling camps, called the Train 'Em Up Academy. Hosea teaches tackling to everyone, regardless of position, since anyone could be asked to make a tackle in a quick change of possession.

Hosea is head-on in his approach on how to eliminate the use of the head in tackling. He shows videos of violent helmet-to-helmet collisions from all levels of football, which have left players unconscious, paralyzed and even dead.

"I feel bad for those kids (in the videos)," said Devin Hynes, 14, of Covina, who has attended Hosea's camps with his twin brother Kevin for more than a year. "It makes me want to play better so I can't get injured."

After showing his fear-inducing clips, Hosea gets right to the solution.

"Where are his arms?" Hosea asks as he runs through examples of poor tackling.

"Out," campers are instructed to respond.

"Where are his hips?" "Back."

"Where is his head?" "Down."

By controlling the arms, hips and head, Hosea believes he can eliminate the thing that scares him to death about tackle football: brain injuries.

Hosea thinks he suffered seven concussions during his playing career.

Jonah Lewis of Palmdale, who played football for 16 years until college, knows he suffered five of his own. When it came time for his son Jonah, 8, to start tackle football, fear set in.

"I played football my whole life," said the elder Lewis, at Hosea's camp for the first time. "The way I learned how to tackle was the wrong way. (I was watching) him learn how to tackle ... the wrong way."

A similar situation got Hosea on the warpath in 1997. He finally let his son Steven, now 27 and running camps alongside his father, play tackle football, only to be named coach of the team.

Fear of head injuries led him to invent a tackling technique he has taught ever since: the Dip 'N' Rip.

"It's got to be instinct," said Mark Hynes, father of Devin and Kevin. Though each of Hosea's sessions are virtual carbon copies, Hynes continues to bring his high school-bound sons.

More information

Making Headway: Cracking Concussions Open

The Daily Bruin examined different takes on the growing concern around concussions and other head injuries in sports.

[Researchers to monitor UCLA, high school athletes in NCAA-funded study on concussions](#)

[Former Bruin Bobby Hosea tackles the mission of teaching proper football technique](#)

[UCLA football program remains firm on safety-first approach regarding head injuries](#)

[Link between sports-related head injuries, brain disease sought](#)

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Hynes once brought a coach to Hosea's camp, which Hosea welcomes. He says youth coaches should be the best teachers "because their students have the most to lose." Yet not as many show up as Hosea desires.

"People are very slow to change," Hosea said. "Football coaches are the wrong people to address."

Hosea bemoans coaches who use phrases as popular as the forward pass. Plenty of rallying cries tell tacklers to use their head, and not in a cerebral way:

Bite the ball! Earhole him! Screws to the numbers! Swap paint! Lay some hat!

Hosea has slogans of his own. Don't listen to "wrap 'em up," he says, because spreading arms leads to the head dropping. Every shirt campers get says "Knock It Loose," encouraging Hosea's method of slicing both arms upward.

Also on the shirts is "BIG HITS", a backronym Hosea coined since "safe hits" has a soft connotation. Bring Intensity to your Game, Hosea preaches to his campers. How? By employing his High Intensity Tackling Training System.

Parents observe from afar, noticing other coaches' errors. Sometimes, the mistakes are their own.

"The coaches really need to be here," said Tim Lewis, a personal coach who was at Hosea's camp for the first time with his son and neighbor, both 12.

"I taught 'put your head on the ball,'" added Lewis, pausing to think about Hosea's words. "Man, that's wrong. Coaches need to teach these kids right, because their life is on the line."

Hosea stresses retention. He may be considered unconventional only because of some misleading conventions.

"I told my boys if they get to high school and these coaches are telling them something different, if the coaches don't want to listen to me – Bobby said he would even come out there – then my boys aren't going to play football," Mark Hynes said.

Hosea's passion isn't tackling – it's teaching.

He's bounced around as a coach at various high schools and junior colleges, finding that empowering kids with the proper tackling technique netted the same result.

"We never had concussions, and we always win," Hosea said. "The kids get confident, they don't get hurt, and they tackle for real."

In this spring downtime, the kids he's tutoring every Saturday are his team.

Hosea stands tall under his Panama hat, donning a T-shirt, sweatpants and running shoes so that he can properly display how to run a drill at any time.

Always attached to his hip is an iPhone. His enterprise has branched out from Southern California. This week, he will hold camps in Washington and Arizona.

Hosea gains little compensation. Several parents commented on the affordability of his camps. One said Hosea is never too concerned about collecting payments.

It's a bad business model, according to Hosea, but certainly a unique one.

"There's nobody like me," Hosea said.

One of the many NFL highlights in Hosea's compilation is a hit leveled by a defensive back leading with his helmet. Both players suffer concussions and leave the game. The defender will later be fined by the NFL.

As Hosea plays the clip, his kids listen to the television analysis.

As Hosea plays the clip, his kids listen to the television analysis.

“You’ve got to find a way in this game to help eliminate that play right there,” a commentator says,
“and I don’t know how you do it.”

An incensed Hosea cuts him off.

“How about teaching the guy how to tackle?”



December 30, 2009

Re: Recommendation for Bobby Hosea
Train 'Em Up Academy/ Dip-N-Rip Tackle Training Systems

To Whom It May Concern:

The father of a fellow youth athlete introduced me to Bobby Hosea's camps. After visiting **Bobby's** website, I knew that at the very least, exposure to the concept of awareness of how to "hit" would be beneficial for my son Michael. Little did I know exactly how much both my son and I would learn from Bobby.

My family has been involved with football for many years, my husband, brothers-in-law were all players and coaches, and all three of my sons have been active in football. Additionally, my youngest is involved in a number of different sports and has attended many different types of camps. From these past experiences, I can say one thing with absolute certainty – I have never met anyone more committed to protecting players than Bobby Hosea. My son, already a strong player and good athlete, elevated his game, his confidence and his hitting ability while learning how to protect himself.

My company, Radnet Management, Inc., is the largest network of diagnostic imaging facilities in the United States. We see, with unfortunate regularity the impact of brain injury in our offices all too often and are aware, sadly, that these injuries are often entirely preventable.

Not only is **Bobby's** kinesthetic principles sound, his method does not detract from the violence and aggression that football demands. Rather, he relentlessly educates players and parents into understanding that there is a correct, safer and still highly productive manner to tackle. Bobby does not mince words, does not sugarcoat the risks, and demands an exacting correctness from his camp participants – with the goal at every drill being at the forefront of his objective – to learn how to hit hard, but to keep the head and neck as safe from injury as possible, and recognize injury when it occurs.

continued

Bobby's passionate commitment to players is amazing to watch. I have attended every camp that my son has participated in and is moved each and every time I watch him with a player that is new or struggling with concepts. He is encouraging and demanding, and works with each player individually until they have the principles he teaches mastered. I have watched so many coaches over the years let weaker, less skilled players just pass through to the next drill – either afraid of the time that it will take to teach them, or because they **don't** have the patience or fortitude to do what is right by the youngster. Bobby does not quit on his kids and his method and patience win out with success every single time.

Bobby is a man driven by his commitment to what he has seen occur on the football field. It is clear that he loves football – but he loves our players more. As I watch pop warner, high school, college and professional football – I hear talk and hope that the tide may be turning to what Bobby has been preaching for sometime, but it is not turning fast enough. Men and boys, afraid of ridicule that they are weak, that will be pulled from a game, that they weren't "**tough enough**" are sacrificing themselves every day. Coaches in their arrogance refuse to learn new techniques, are uneducated and are willing to sacrifice injured players for a win. I am as competitive a person as you could possibly find and will even agree that there are some hurts that you play through – but brain injury is another story altogether. Period. The impact and the consequences, whether immediate or cumulative, of brain injury that occurs on the field is far too staggering to continue to ignore when it can be largely be prevented through education by players and coaches off the field.

There is no reason for our sons to sacrifice hard hitting, ripping tackles – but it CAN be done in a manner that minimizes the potential of injury. Coaches, and safety administrators from organizations of the youngest players to our most seasoned NFL experts need to take a serious look at what Bobby Hosea is teaching. What he has created is straightforward and amazing and I am deeply grateful that a man of such conviction continues to drive his message to the football community.

Sincerely,

Ruth Wilson
Vice President and Director of Human Resources
Radnet Management, Inc.