

2004 Junior Player Development

Three area JPD sites completed their 12 practices on Friday. The program in it's third year of existence in the Cleveland market ended the 2004 spring football season last week.

The three sites include JFK Field, John Marshall Field and Patrick Henry Field. All three sites have 150 students participating.

The Cleveland Browns, Medical Mutual and Cleveland Municipal schools are in the third year of a partnership to bring football to over 450 middle school students. The Browns formed a partnership with Cleveland Schools to bring football to students who wouldn't have the chance to play football until high school. The program, which acts as an effective feeder system for high school teams, is taught over 12 scheduled two-hour practices that are free for participants. The inner-city program provided 450 kids with an introduction to football fundamentals, life skills and character development.

The NFL and Medical Mutual are playing key roles in the Browns youth efforts. Medical Mutual is assisting with financial and philosophical support, which enabled many youths to take advantage of the programs and the NFL is supporting the Browns efforts by providing training, curriculum and related materials. All participants receive counseling through a life skills/character development curriculum to be incorporated throughout all on-field activities. Every practice a different life skill message is designated as a theme for that particular day. The participants learned about responsibility, teamwork and goal setting. The goal is that participants will make connections between life skills as they are applied in football as well as other areas of life, especially at school, at home and in the community. Every participant will receive a full range of training in a number of positions, in order to receive a full experience and understanding of the game.

The program will take place again next year in the spring of 2005. For more information on Junior Player Development please [click here](#).