



### **Highcliffe Hawks Youth Football Club - Respect**

**Everyone Should watch this video on the FA Respect "We Only Do Positive" scheme.**

**LINK: <https://youtu.be/KswtSig8JbA>**

'We Only Do Positive' is a response to the FA's research and uses an all new strategic approach to target coaches and parents specifically around mini-soccer and youth football. It aims to promote and educate coaches and parents on their roles in creating a fun, safe and inclusive environment for all the players, ensuring they have great experiences throughout their football journey.

We Only Do Positive aims to drive awareness and understanding of Respect with parents and coaches of youth players focusing on the impact they can have on young player's enjoyment, performance and retention in the game when being positive rather than aggressive and disrespectful.



# RESPECT