

Newsletter: YOU ARE THE RIGHT COACH

You're a business professional. A teacher. You take care of the home front. You're a CEO. A good neighbor. You're in your twenties. You're in your forties. You have no kids. You have five kids. You work for a startup. You're head of a school. You're in college, you are a doctor. You're in politics. You're not in politics.

Whoever you are, you're needed. Because you have the power to create real change. And our kids really need people like you.

As an organization, we – and everyone in the Marathon Kids community – are trying to change the world. We're not afraid to say that. We know that physical inactivity is a key indicator of chronic health issues, ranging from heart and liver diseases to behavior problems and diabetes, and we know that our youth are currently facing a physical inactivity pandemic of epic proportions.

Because things must change for kids and because we know it's up to us to set them up for happier, healthier futures, our effort is widespread. We embrace and utilize the whole community. The bottom line is that kids need to get running, and we've developed a program so that any adult can help them do just that. Any adult, like you.

So here's where you come in. We have intentionally built Marathon Kids running clubs to exist anywhere – from schools, to community organizations, neighborhoods or right at home. We've also made sure that any adult, anywhere, can become a Coach.

And guess what? You don't have to have coaching experience to succeed. Nor do you have to know what you're doing from the get-go. We'll give you the tools. What you do need is to care. Care about how your family, your neighborhood or community helps kids be active – and the effect that will have on their lives.

Kids need at least 60 minutes of moderate-to-vigorous physical activity every day, but only 1 in 5 kids currently reaches that minimum. An inactive childhood often leads to an inactive adulthood, and we know that the first 10 years of a child's life are critical for developing a lifelong commitment to being physically active. We know that active kids do better.

An important component of Marathon Kids running clubs is that the adults who surround kids "model the way." Youth need to have adult role models, from all backgrounds, who help them along their path to physical activity and healthy choices. Coaches show them the way, motivate them and empower kids to get moving. Coaches are the change-makers.

So start where you are. We will provide you with everything you need to be successful, including Session Cards that lay out every single running club session, from the warm-up to the cool-down. Learn as you go, with the kids.

Whether you start a running club of five or one of 500, YOU are the right Coach, and a healthier generation of kids will thank you.

Already a coach? Spread the word.