

HOW TO START A PROGRAM &



TNT Kid's Fitness & Gymnastics
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Starting a Special Needs program takes commitment, trust, hiring the right staff, and marketing with the right audience to get it off the ground.

Chances are, your gym has children with special needs in your recreational classes and you are not even aware of it. According to the Centers for Disease Control and Prevention (CDC), *one in 88 children has been identified with an autism spectrum disorder (ASD) according to estimates from CDC's Autism and Developmental Disabilities Monitoring (ADDM) Network. ASDs are almost five times more common among boys (one in 54) than among girls (one in 252).* How is a gym owner to understand the growing diagnosis and all the other children need and help

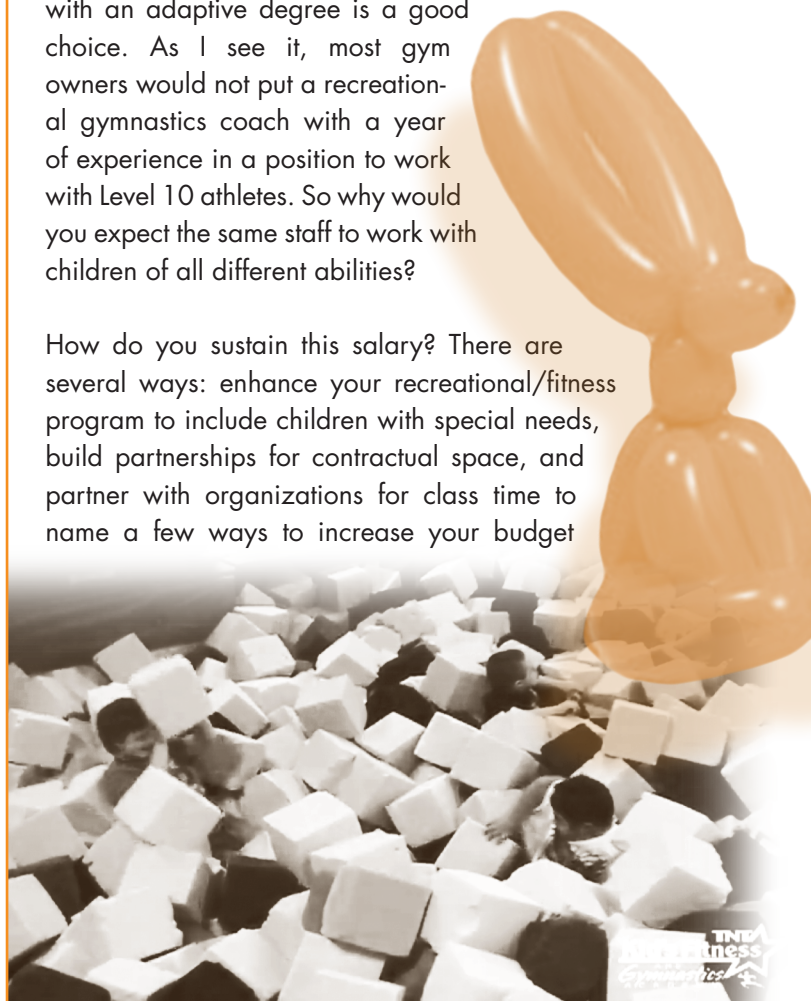
their staff be

prepared? Start a special needs program! Plan, prepare, and accommodate this growing population.

TNT Kid's Fitness was designed in 2006, to include programming for all children and all abilities! As the saying goes "children make up one-third of our population but are 100% of our future." By recognizing this need and planning for the future of children, TNT planned and trained staff to to accommodate children with all abilities. The return? Your enrollment increases and you are fulfilling the need for all children to be physically active.

In an effort to set up staff and children for success of this program, hire the right staff. A physical education teacher with an adaptive degree is a good choice. As I see it, most gym owners would not put a recreational gymnastics coach with a year of experience in a position to work with Level 10 athletes. So why would you expect the same staff to work with children of all different abilities?

How do you sustain this salary? There are several ways: enhance your recreational/fitness program to include children with special needs, build partnerships for contractual space, and partner with organizations for class time to name a few ways to increase your budget



A SPECIAL NEEDS SUSTAIN IT!

to sustain this salary. Physical education teachers are very versatile and it's important you utilize their maximum potential for your gym programs. Ensure your staff knows the resources they have available to help them with their classes, educate, and inform all staff how to market this program in your gym.



Inside every child is a gift waiting to be opened! If you want to start, grow, and sustain a successful

program, hire the right staff, train the existing staff, make impactful partnerships, and market, market, market! Marketing helps raise the awareness needed to increase your enrollment in all of your programs and training your staff to cross-market relates to zero budgeting dollars needed. Parents who have children with special needs are frantically looking for anything their child can be a part of. All children love to run, jump, roll, and bounce. Children in a wheelchair, who have Down's Syndrome or who use a walker, just to name a few, have the same desires as all other children – to play! Most families have two or three children. If you can accommodate all of them in your programs, your enrollment just went up!

It's a known fact that movement regulates children's emotional, cognitive, social, and physical needs. Although children with special needs may do gymnastics or fitness in a more modified approach, they have the same aspiration as children with no special needs!

Incorporate children with special needs into your gym programs? Absolutely, YES! ✨

