



Neighborhood Coach Recruitment Guide

A guide for recruiting coaches to lead your FitLot community fitness programming.

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WHAT ARE FITLOT NEIGHBORHOOD COACHES?

FitLot Neighborhood Coaches are local fitness professionals who go through FitLot's training system to learn the best ways to strengthen people and their communities by activating their FitLot Outdoor Fitness Park.

Certified Fitness Professionals

FitLot Coaches should have an existing group instructor or personal training certification. This ensures there is a professional knowledge base that can be built upon to ensure the highest quality programming is offered to your community.

Interested in public health and community building

Being open to the public, the FitLot presents a unique community fitness space that is specifically designed to hold circuit-training classes for all ages and abilities.

Connected to the community

Ideally, a FitLot Coach lives, works, or is involved in the neighborhood or community the FitLot serves.

TIPS FOR RECRUITING COACHES

Reach out to certified fitness professionals already leading parks-based community fitness classes

These could be fitness instructors who currently work with your Parks and Recreation Department, or you can recruit newly certified fitness professionals who have a group instructor or personal training certification.

**Consider using your social media outlets or a job posting to recruit local fitness professionals.*

Reach out to gyms or fitness studios within walking distance of the FitLot

This supports the community-focused aim of the FitLot to ideally engage Neighborhood Coaches.

Reach out to community groups, neighborhood associations, or community health-serving organizations located close to the FitLot (ex. YMCA, JCC, United Way, Hospital/Healthcare Providers)

Local organizations with a social or health focused mission, or that support the park where the FitLot is located are good organizations to reach out to while recruiting local fitness professionals.

Reach out to local colleges or universities who have exercise science programs and/or have campus athletic/recreation services

Students studying the sciences related to physical activity or who lead fitness classes for campus recreation programming provide a great network to recruit qualified and interested coaches.

Determine if there is anyone in the neighborhood close to or surrounding the FitLot who is particularly interested in fitness and becoming a FitLot Neighborhood Coach

There may be community members who are interested in fitness and physical activity and would like to lead a class. If these persons do not currently hold fitness certifications, they may be willing to obtain one to become fitness leaders in their community.

REMINDERS FOR SELECTING FITLOT NEIGHBORHOOD COACHES

Coach Requirements Checklist

- Must hold (or obtain before leading classes) a personal training or group fitness instructor certification through one of the organizations below*:
 - **AASFP** (Asian Academy for Sports and Fitness Professionals),
 - **ACE** (American Council on Exercise),
 - **ACSM** (American Council on Sports Medicine),
 - **ACTION** (Action Personal Trainer Certification),
 - **AFAA** (Aerobics and Fitness Association of America),
 - **AFPA** (American Fitness Professionals and Associates),
 - **BCRPA** (British Columbia Recreation and Parks Association),
 - **canfitpro** (Canadian Fitness Professionals Inc),
 - **CHEK** (Corrective Holistic Exercise Kinesiology Institute),
 - **CI** (Copper Institute),
 - **FAI** (Functional Aging Institute),
 - **IFPA** (International Fitness Professionals Association),
 - **ISSA** (International Sports Sciences Association),
 - **NAFC** (National Association for Fitness Certification),
 - **NAFTA** (National Aerobics & Fitness Trainers Association),
 - **NASM** (National Academy of Sports Medicine),
 - **NBHWC** (National Board for Health & Wellness Coaching),
 - **NCCPT** (National Council for Certified Personal Trainers),
 - **NCEP** (National College of Exercise Professionals),
 - **NCSF** (National Council on Strength and Fitness),
 - **NESTA** (National Exercise & Sports Trainers Association, Inc),
 - **NETA** (National Exercise Trainers Association),
 - **NFPT** (National Federation of Professional Trainers),
 - **NPI** (National Posture Institute),
 - **NSCA** (National Strength and Conditioning Association),
 - **NSPA** (National Strength Professionals Association),
 - **PTAG** (Personal Training Academy Global)
- Obtain and save a copy or verification of the coach's certification document
- Please have your coaches register [HERE](#) for the online FitLot Method Training Program
- Coach has consistent availability to lead classes for the duration of a program season
- 2-3 coaches are ideal to have for a program season. 2 Primaries and a backup.

RESOURCES

Databases to search for fitness professionals in your area

Idea Fitness Connect - <https://pro.ideafit.com/find-fitness-professional>

Find an ACE Pro -

<https://www.acefitness.org/education-and-resources/lifestyle/find-ace-pro/>

FitLot Information

FitLot, Inc. - <http://fitlot.org/>

Registration for Neighborhood FitLot Coaches Online Workshop - <http://fitlot.org/coaches/>

Coaching/Programming Examples from other AARP FitLot Neighborhoods

St. Petersburg Parks & Recreation “Trainer Tuesday” Video -

<https://www.facebook.com/watch/?v=2505593976120046>

Structure of a FitLot Method Circuit Training Class & Responsibilities of a FitLot Coach

Arrival & Setting Up For Class

1. Arrive at least 15 minutes before class is scheduled set to begin (participants should be instructed to show up early when registering)
2. Check park equipment for any damage and functionality. Sweep park and surroundings for trash to ensure a clean welcoming work out environment.
3. Check-in or register ALL participants & confirm they have signed a liability waiver.
4. As long as there is one participant, do your best to start and end on time.
5. Introducing & Beginning the Workout
6. Introduce yourself as a FitLot Neighborhood Coach, name, training experience. Have the group introduce themselves individually if anyone is new. Ask everyone to share their name, neighborhood, and number of FitLot classes taken.
7. Explain format of the 1 hour workout. Explain the timer, warm up, circuit training and cool down/stretch.
8. Set timer: 40 seconds work / 20 seconds transition (example setting)
9. 4-6 warm up movements.
10. Count the number of participants and then set them each at a station.
11. Demonstrate and explain the movement at each station. What the movement is, proper posture, what muscles they are using. Clearly explain each exercise and then have the participant demonstrate proper form. Correct form until proper.

Workout Circuit Structure & Rounds

12. In total, participants should go through 22--28 stations. Some circuits may be done twice.
13. Coach works participants around the FitLot from large muscle groups to smaller muscle groups. Coach should vary muscle groups between movements. Upper body, lower body, core, cardio. Repeat.

*The First circuit should be more cardio focused, but still warming up from the large to smaller muscle groups

Cool Down & Class Wrap-Up

- 14.** Save 4-6 minutes for a series of cool down stretches
- 15.** After stretches are complete invite them to continue stretching anything they need and make the following announcements:
- 16.** Remind participants that they can support this program by bringing a friend/spreading the word. Remind participants of upcoming programs and to follow the recreation department's Facebook page or scheduling platform for more information about programming, events, and cancellations. Remind participants that they can order their own FitKit for personal use at [FitLot.org/fitkits](https://fitlot.org/fitkits)
- 17.** Thank everyone for coming to the FitLot Workout.

Post-Class Duties

- 18.** Double check that you have documented all participants who were in your class.

More info at <https://fitlot.org/become-a-coach>