

Strong Foundations Start Early



Introduction

The Movement Crisis Facing
Today's Kids



Today's children are living in a world that looks starkly different from generations past. Technology, longer school hours, and constantly connected lives mean that the typical kid spends more time sitting than moving. While this shift may feel ordinary or even inevitable, it's causing real harm to the way our kids grow, play, and thrive.

Early childhood should be all about exploration and motion — climbing, running, hopping, and tumbling are in our DNA. But a dramatic decrease in movement means many children are missing a critical window of development. Instead of building strong, adaptable bodies, modern kids too often fall into patterns of inactivity or specialize in a single sport before gaining the skills their bodies need to move confidently and safely.

This “Movement Crisis” isn't only about sports. It's about lifelong health, happiness, and confidence. Basic movement skills lay the foundation for everything our kids do, from playing tag to performing well in gym class to building resilience against injury as teenagers and adults. Without this foundation, kids risk more than missing out on fun—they're starting life at a disadvantage.

That's why RISE exists. RISE is a program designed for kids ages 5 to 10, focused on building the essential movement patterns that set children up for a lifetime of activity and achievement. We believe every child deserves the chance to move well, and we're on a mission to give them the tools to do just that.

You're about to discover:

- Why foundational movement skills matter now more than ever
- The hidden risks of skipping the basics
- How RISE helps kids develop agility, confidence, and strength through play
- The difference a supportive environment makes
- Real stories and results from RISE kids and families

Let's dive in and learn how to build a stronger, healthier future for your child, starting today.





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**Movement is a
language. The
earlier we teach our
children to speak it
fluently, the more
confident and
capable they’ll
become.**

— Dr. Greg Rose



Why Foundations Matter

Core Skills for Lifelong Movement



Human bodies are made to move—but moving well isn't automatic. For kids, learning fundamental movement skills is as important as reading or math. These “core skills” are the building blocks that support everything from sports to daily life.

So, what are these foundational skills?

- **Squatting:** From standing up to picking things off the ground, squatting is essential for strong legs and hips.
- **Hinging:** Bending at the hips is crucial for protecting the lower back and developing powerful movements.
- **Pushing & Pulling:** These patterns help with everything from climbing monkey bars to getting up off the floor.
- **Balancing:** Coordination starts with being able to control the body in space—on one foot, on uneven ground, or in motion.
- **Rotating:** Twisting and turning builds core strength and agility, preventing injuries when kids change direction.

These fundamental skills don't just happen on their own. Kids develop them through repetitive, varied movement—by running, jumping, crawling, climbing, and playing. When practiced regularly, these patterns become second nature, making sports, dance, and everyday activities easier and more enjoyable.

But what happens if kids skip these basics? They miss out on developing strength, flexibility, and control. This might not be obvious when they're small, but as demands increase—with faster sports, bigger jumps, or heavier backpacks—gaps in these foundational skills can turn into coordination struggles, frustration, or even pain.

At RISE, our philosophy is simple: build up the basics first, and everything else gets easier. Our program is designed so every session helps kids master and reinforce these vital patterns, setting them up for success—whether on the playground, in sport, or just in life.

Strong foundations don't just make future challenges easier—they make movement fun and rewarding, today and for years to come.





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**Teach children
movement the way
you teach them
language—patiently,
joyfully, and with
endless
opportunities for
practice.**

— Dr. Stuart Brown



Consequences of Skipping the Basics

Common Struggles & Risks



What happens when children don't get to build their movement foundation? Unfortunately, the costs add up—some obvious, others hidden until later in life.

Coordination Struggles

Children who miss out on foundational skills often find themselves clumsy or “unathletic.” Simple tasks like hopping on one foot, balancing, or safely jumping down from a step become daunting. They may tire easily or shy away from playground games, feeling less capable or confident than their peers.

Low Confidence in Movement

Kids quickly notice if they have trouble keeping up in sports or games. This can make them self-conscious, anxious, or unwilling to try new activities for fear of embarrassment. Movement should be joyful; instead, it becomes a source of stress.

Increased Injury Risk

Without solid movement patterns, the body compensates in ways that aren't sustainable. Awkward landings, valgus knees, or poor posture become common. Over time, these flaws

can contribute to everything from rolled ankles and falls to chronic pain or overuse injuries in adolescence and adulthood.

Difficulty with Physical Education

Many school PE curriculums assume children already have a certain level of ability. When kids don't, they can fall behind or even be excluded, starting a cycle of avoidance and inactivity.

Burnout and Quitting Sports

Kids who feel less capable are more likely to quit organized sports by middle school. Their early exit means missing out on the social, emotional, and health benefits that sports provide—sometimes for life.

Long-Term Setbacks

A weak movement foundation isn't just a problem for childhood. It can echo into adulthood, showing up as chronic pain, reduced mobility, or lower quality of life.

It's clear: the cost of skipping the basics is high—but preventable. With early, positive intervention, children can regain confidence, move well, and set themselves up for a lifetime of healthy, happy activity.





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**The body is a house;
the foundation must
be strong and level,
or every floor above
it will suffer.**

— Anonymous



The Modern Challenge

Sedentary Lifestyles & Early
Specialization



Two major trends have collided to cause today's movement crisis: less everyday movement—and an increased push for kids to specialize in a single sport, early.

Sedentary Lifestyles

Screens are everywhere, and so is the pressure to sit still: school desks, homework tables, car rides, and digital devices. The average child now spends far more time sitting than moving. Even at recess, many kids opt for socializing or devices instead of physical play. Over time, muscles weaken, posture slumps, and energy dwindles.

Early Specialization in Sports

There's a growing belief that kids need to pick one sport early and train year-round to "get ahead." While this may seem logical, it's actually

backward. Focusing on a single sport too soon often means kids repeat the same movements, missing the wide range of motion, strength, and coordination they'd get from more varied play. Overuse injuries and burnout have skyrocketed as a result.

How Did We Get Here?

- Increased academic demands and less time for PE
- Highly structured, time-consuming extracurriculars
- Neighborhoods less suited to free play
- Cultural emphasis on achievement and "winning" over play
- Technology that's more captivating than playing outside

The Impact

This combination means many kids haven't had the freedom to just move—climb trees, swing, tumble, or invent games with friends. Their bodies (and brains) lose the chance to build adaptability, awareness, and resilience.

What's Needed?

Kids need variety, not repetition. They need free play, not just scheduled practice. And they need a holistic, play-based approach to learning how to move well—before diving deeper into structured sports.

That's where RISE comes in—meeting children where they are and guiding them to rediscover the joy and benefits of movement, step by step.





The RISE Solution

Building Skills Through Play and
Progression



The good news: it's never too early—or too late—to help your child build a strong movement foundation. RISE is designed to do just that, through a blend of structured skill-building and play.

How RISE Works

1. Movement Patterns:

Every RISE session incorporates core patterns: squat, hinge, push, pull, balance, and rotate. These become the “alphabet” of movement, repeated in different contexts so kids learn them inside and out.

2. Play-Based Learning:

Kids don't want to “work out.” They want to play! RISE uses games and creative challenges to keep kids engaged. This makes movement fun, lowers stress, and helps skills stick.

3. Progressions for All Levels:

Whether your child is shy about physical activity or already sports-loving, RISE meets them where they are. Coaches individualize challenges so every child progresses at their own pace—mastering basics, then adding complexity as confidence grows.

4. Focus on Body Awareness:

RISE helps kids notice how their bodies move and feel, laying the groundwork for good habits, balance, safe landings, and explosive agility.

5. Injury Prevention:

By teaching kids to move well, not just move more, we reduce the risk of pain or injury—now and in the future.

6. Building Confidence:

Skill mastery isn't just physical—it's mental. At RISE, every completed challenge, high-five, or new skill sparks pride and strengthens self-esteem.



The RISE Difference

RISE isn't just a class or a workout. It's an experience where movement becomes a lifelong friend. Our approach is rooted in research, but also in the joy and creativity that children need to thrive.

RISE is where movement starts right—and where your child's confidence and capability begin to truly rise.



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What Makes RISE Different

Environment, Approach, and
Support



RISE was built from the ground up to address what kids really need —unpressured time to play, expert instruction, and an environment where they feel safe and encouraged.

The RISE Environment

Supportive Atmosphere:

Our small-group sessions ensure every child is seen. Coaches cheer each child's progress, kids encourage one another, and respect is foundational. There's zero judgment—only support.

Safe & Fun Spaces:

Everything is child-friendly, clean, and set up for confidence-boosting success.



The RISE Approach

Personalized Progression:

Every child is unique. RISE coaches get to know each participant, adjusting activities so no one feels bored or left behind. Kids grow at their own rhythm and progress through “ranks” as their skills grow.

Research-Driven Methods:

RISE programs are built on leading child development research. Skills are layered in age-appropriate ways that match children’s growing bodies and minds.

Inclusion & Belonging:

All kids are welcome, regardless of athletic background or ability level. We make sure every child feels like part of the team.

Family Support

Parents are partners in the RISE journey. We provide:

- Regular updates about your child’s progress
- Tips for keeping movement fun at home
- Guidance on nutrition, sleep, and other wellness foundations

At RISE, it isn’t just about exercise—it’s about growing stronger together, as a community.





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**Children learn as
they play. More
importantly, in play,
children learn how
to learn.**

— O. Fred Donaldson



What Parents Can Expect

Results, Coaching, and
Community



Choosing a program for your child is a leap of faith. At RISE, we want you to know exactly what you can expect—for your child, and for you as a parent.

Results You'll Notice

- **Confidence Gains:** Kids who may have been hesitant bloom into willing participants, eager to try new things and proud of their achievements.
- **Improved Coordination & Agility:** Everyday tasks become easier, and sports skills develop faster and with less frustration.
- **Greater Resilience:** Children handle setbacks with more composure, both in movement and in life.
- **Happier Kids:** When movement is fun (not a chore), kids come home with big smiles and even bigger energy.



Our Coaches

RISE coaches are movement experts and kid experts. They're patient, creative, and skilled at meeting kids where they're at. Coaches know when to encourage, when to challenge, and when to celebrate.

Progress You Can See:

We communicate regularly, sharing updates and highlights so you can cheer on your child's growth and celebrate their wins as a family.

The RISE Community

You're not just signing up for a class—you're joining a supportive group of families and coaches who value growth, encouragement, and fun for all.

- Families bond over shared experiences.
- Kids build lasting friendships.
- Coaches provide guidance on movement, mindset, and healthy habits.

We believe raising confident, capable children is a team effort. At RISE, everyone belongs.





Conclusion

The Long-Term Benefits of a
Strong Movement Foundation



Building a foundation for movement is an investment in your child's future. The benefits of a strong start go far beyond the club walls.

Lifelong Confidence:

When kids master their bodies, they carry that confidence into the classroom, social settings, and everything new they attempt.

Better Health:

Active children grow into healthier adults, with lower risk of obesity, chronic illness, and injury.

Resilience:

Movement teaches kids to handle setbacks, try again, and embrace challenges—a lesson that serves them their entire lives.

Opportunities in Sport and Life:

Fundamental skills make trying new activities less intimidating and more enjoyable, opening doors to a wide range of possibilities.

Joy and Play:

Perhaps most importantly, movement foundation brings back the simple joy of playing, moving, and being a kid.

Now is the perfect moment to set your child on this path—one small step at a time.



Next Steps

How to Enroll and Empower Your
Child Today



You've learned why movement is more important than ever—now's the time to take action.

Here's How to Get Started with RISE:

1. **Visit Our Website:**

Explore program details, coach bios, and session times.

2. **Book a Free Trial:**

Let your child experience a session—see the fun, the learning, and the transformation in action!

3. **Enroll:**

Secure your spot in the next session. Spaces are limited to maintain our small-group approach.

4. **Stay Connected:**

Follow us on Facebook and Instagram to see the latest happenings and new developments at Primedy Health Club as well as relevant tips on incorporating healthy habits into your families daily routine.

5. **Cheer Them On:**

Watch your child's confidence, coordination, and joy grow week after week.

By choosing RISE, you're giving your child the greatest gift: a strong, confident start that will serve them for life.

Ready to take the first step?

Visit our website, book your free trial, and watch your child rise—today and for years to come.

Get Started Today!



