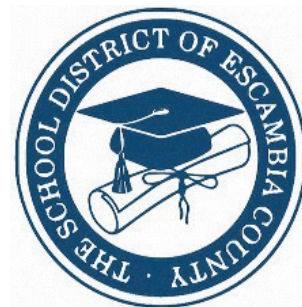




Escambia County School District is excited to introduce a coaching education and certification program that is delivered online and accepted by the Florida Department of Education.

In conjunction with leading coaching education provider **Human Kinetics Coach Education**, Escambia County School District offers high school coaches the opportunity to take the online courses *Coaching Principles*, *Sport First Aid*, and **advanced sport-specific courses** to obtain a FDOE Endorsement in Athletic Coaching.



### **Courses that are convenient, affordable, and effective**

Coaches will benefit from the anytime-anywhere convenience of online learning. With these courses, coaches have the flexibility of completing course segments when and where it's convenient for them.

### **Courses available include the following:**

- *Coaching Principles* (e-book or print book)
- *Sport First Aid* (e-book or print book)
- *Coaching Baseball Technical and Tactical Skills* (e-book)
- *Coaching Basketball Technical and Tactical Skills* (e-book)
- *Coaching Football Technical and Tactical Skills* (e-book)
- *Coaching Softball Technical and Tactical Skills* (e-book)
- *Coaching Tennis Technical and Tactical Skills* (e-book)
- *Coaching Cheerleading Principles* (e-book)
- *Coaching Golf Principles* (e-book)
- *Coaching Soccer Principles* (print book)
- *Coaching Strength & Conditioning Principles* (e-book)
- *Coaching Swimming Principles* (e-book)
- *Coaching Track & Field Principles* (print book)
- *Coaching Volleyball Principles* (e-book)
- *Coaching Wrestling Principles* (print book)

### **To purchase Human Kinetics online courses, follow these simple steps:**

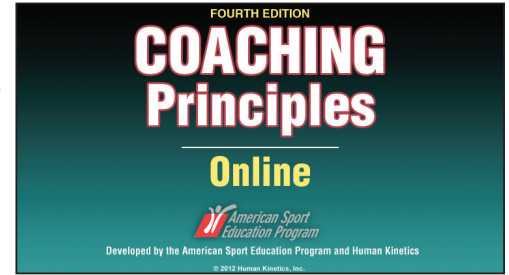
1. Visit [CoachEducation.HumanKinetics.com](http://CoachEducation.HumanKinetics.com);
2. Click on Organizations tab on the home page;
3. Select Escambia County School District (FL) from the list of organizations;
4. From the list of courses at the bottom of the page, click on the online course you'd like to purchase;
5. Create your account and select "Escambia County School District" as your organization;
6. Click Add to Cart;
7. Proceed through the checkout process;
8. If purchasing a course that includes a printed textbook, your course package will be shipped to you with 3 to 5 business days.

# Online courses offered for certification

Drawing from the text *Successful Coaching*, written by Human Kinetics founder Rainer Martens, Ph.D., *Coaching Principles* provides coaches with essential instruction on the principles of coaching, behavior, teaching, physical training, and management. *Coaching Principles* is the study of the fundamentals of being a successful coach—before even stepping on the playing field.

Through this course, students are challenged to

- define who they are as coaches (their coaching philosophy, objectives, and style);
- enhance communication and motivational skills;
- become more effective teachers and trainers; and
- improve team, relationship, and risk management skills.

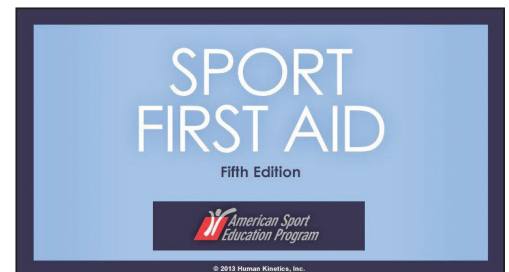


**Coaching Principles Online Course with E-book**  
Price: \$60.00

**Coaching Principles Online Course with Paperback**  
Price: \$70.00

*Sport First Aid* is designed to help coaches learn the skills to be competent first responders. Based on the textbook of the same title, *Sport First Aid* is different from general first-aid courses in that it addresses injuries and illnesses coaches can expect to encounter on the playing field:

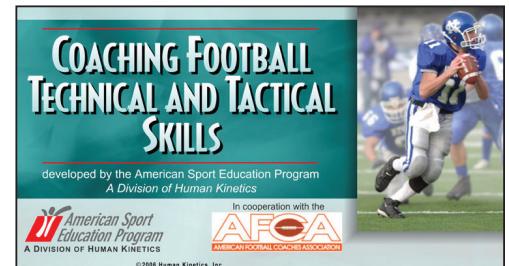
- Develop basic knowledge of sport injuries;
- Recognize common sport injuries;
- Administer appropriate first aid.



**Sport First Aid Online Course with E-book**  
Price: \$40.00

**Sport First Aid Online Course with Paperback**  
Price: \$50.00

Sport-specific online courses—available for 12 sports—provide coaches with a solid understanding of technical and tactical skills in order to teach these skills effectively. Coaches will also gain valuable insight on developing practice and season plans and coaching on game day. See reverse side of this flyer for a complete listing of sport-specific courses.

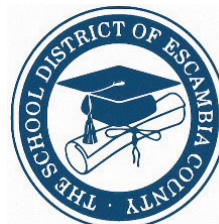


Advanced sport-specific courses • \$49.95 ea.  
(the texts for the soccer, track & field, and wrestling courses are delivered as print books; for the remainder of the sports, the texts are e-books)

## For more information, contact:



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