

To: Our Customers

From: Gary Roth, Owner KIDS FIRST Swim Schools

Re: KIDS FIRST/Kick First Learn to Swim System

One of the many differences between KIDS FIRST and other providers of swimming instruction is our unique copywritten curriculum. It is very different than Red Cross curriculum which is taught by nearly all of our competitors. It's important that you understand the difference and realize the value.

Swimming is not rocket science. There are three primary skills to swimming: buoyancy, propulsion and breath control. Taught separately, when these three skills are combined, a child begins swimming (even if only doggy paddle).

Yet, proper swimming is very unnatural. The human body wants to move in 1/1 timing. You may have noticed that as you walk down the street your arms swing at the pace of your walk. If you were to pick up the pace to a jog, your arms would move faster to maintain that 1/1 timing. And, if you were to break into a full sprint, your arms would pump faster and faster to maintain 1/1 timing. Watch a world class runner work and you will always see 1/1 timing. Proper swimming, on the other hand, is 1/6 timing. For every complete stroke cycle there are 6 kicks (called a six beat kick). Our challenge is to teach our students to move one set of extremities six times faster than the other, when human instincts suggests something very different. The KIDS FIRST/Kick First Learn to Swim System does exactly that.

At KIDS FIRST, once your child has developed the first two primary skills of buoyancy and breath control, we teach them the correct way to propel themselves through the water in proper 1/6 timing. This is something Red Cross programs do not address. We stabilize the arms and work to perfect a solid six beat kick before we will allow the arms to move. Through practice and repetition we can develop enough muscle memory in the legs so that they will serve as the platform for the complete stroke. This is accomplished in Level 3. In my opinion this is clearly the most important step to our teaching process. This takes time; after all, we are fighting human instincts. If it were my decision, I would keep my child in this level until I felt that the kick was perfect. Then developing a complete stroke is easy! **Please don't rush this step.** This is what makes the KIDS FIRST/Kick First Learn to Swim System so different and so valuable to you.