

Training Midlife Women Coaching Certificate

How to train midlife women

We are offering you the chance to join us to learn, share and improve together so that you are equipped and able to train the midlife women you work with in a way that is going to immediately help them to feel supported, increase the desire to be a part of your programme and improve long term health.

During the course we look at midlife health and training through the lens of female anatomy, physiology, psychology and behaviour. Your knowledge will grow as will your confidence to talk to the women you work with about what is currently ignored, or considered taboo and off limits. The impact will be that you will be playing a direct role in developing a culture that supports midlife women and optimises female participation in your club, the country and across the world

The Well team uses its combined expertise as doctor, scientist, athlete and coach, along with our experiences of working with athletes and players from elite to grass roots. In this certificate we are translating new research and established wisdom into actionable opportunities for you as you work with women who want to start training for the first time.



What's included?

The certificate consists of six modules delivered over 12 weeks. Each module will comprise:

- A short introductory video for coaches to watch prior to the module webinar.
- A 90 minute webinar delivered fortnightly, which will combine taught elements, sports specific discussion, and Q&A. Our approach is to deliver theory and then spend time supporting you to integrate this knowledge into your coaching programme.
- A test-your-knowledge quiz.
- Resources such as infographics, handouts, coaching tools and posters.
- Membership to The Well Community and a private group where coaches can ask questions and share experiences on what has and hasn't worked.
- On successful completion of the course, the attendee will receive a certificate and ongoing access to the online community for a further 6 months

Why it's important

80% of active women haven't had enough education about their bodies in relation to sport.

"I am capable of so much more than I ever thought I was"
Davina McCall, after completing her Sport Relief challenge

"...you have to work within your confines. I've eaten well and trained hard but I've also lived my normal life. Like a lot of women here, you can't just sacrifice everything."
Gaby Logan, after completing the Timex Triathlon

40% of women working in sport feel they are valued less than men because of their gender.



The facts

- 38% of women aged 45-55 are inactive.
- Managing menopausal symptoms is a barrier to taking part in exercise for many women.
- Leaking urine is the number one reason of symptomatic women to stop exercising.
- 63% of women competing in the 2019 Ironman World Champs were over 40 (since 2005 it's gone from 48% to 63%).
- 80% of menopausal women will experience hot flashes.
- Exercise is a non-negotiable when it comes to helping women manage their menopausal symptoms and also protect their health.



What you'll learn

Module 1: Menopause 101

What is the menopause and when is likely to happen? Why is it so important for women to understand what to expect? How can the fluctuations of hormones across the this life stage impact a woman and what can she do to help manage these symptoms? Where can she get help? Why is symptom tracking so powerful? How can we best use this information? How can women better manage symptoms? Why as a coach, is it important for me to be aware of this life stage?

Sport Specific Discussion

How is the perimenopause and menopause really impacting women who want to train with you? How do you begin to have conversations about it? How can you integrate your understanding into the support you offer? What if you've never been through the perimenopause – how can you relate?



What you'll learn

Module 2: The pelvic floor

What is the prevalence of pelvic floor dysfunction in midlife women and why does this conversation need to be happening? What are the signs of symptoms of pelvic floor dysfunction that a coach needs to recognise? How can we embed pelvic health in our training programmes?

Sport Specific Discussion

How do we go about having valuable conversations about pelvic health in sport? How can we support women to consider pelvic health and take accountability for it? What are the best referral pathways for when a problem arises and women need expert help?

Module 3: Facilities and kit for midlife women - bikes, trainers, bras, and costumes

What are the toileting facilities like at your club and competition venues for women? What are the best menstrual products to use during a competition? How can we support women to assess whether they are in the right sports bra, and that it fits well?

Sport Specific Discussion

How can we educate women on the right bike seat for them in midlife? What are the most comfortable brands for women to wear during training and competition? How do I get a bra to fit me if I am larger?



What you'll learn

Module 4: Eating in midlife

Midlife women have often feel really lost when it comes to nutrition. Weight gain, busy schedules, lack of nutritional knowledge and hormonal fluctuations, puts women at increased risk of not optimising their nutrition, which in turn has consequences for their metabolism, immune function, adaptation to training, responses to exercise and mood. There is huge potential for a woman's diet to really help her navigate this life stage so that she can manage her symptoms and have energy to exercise. How can you play a constructive role in influencing the knowledge, beliefs and attitudes of the women you work with towards their nutrition?

Sport Specific Discussion

How can you support women to arrive at training so they arrive well fuelled, take on energy appropriately through the session and maximise recovery? How can you create a healthy environment for women to see nutrition as a way to optimise health as opposed to be obsessively calorie counting?



What you'll learn



Module 5: How to train midlife women

What should midlife women be doing exercise wise? What exercise helps to manage or hinder menopausal symptoms? What are the best forms of exercise to do for muscle strength and bone density? How can midlife women train safely to avoid injury? How can midlife women train hard whilst juggling families, careers and caring responsibilities? How much exercise is enough / too much?

Sport Specific Discussion

How do I adapt a training programme for menopausal women? What are the must and must not do elements? What are the likely challenges this group are likely to face? How do I make sure that all of the supplementary training is being done, which may not be seen as essential?

Module 6: Launch of six week programme

In the last module we will put all of the content together into a six week plan, which we'll talk you through so that you feel really confident in being able to deliver the programme within your club settings.