



Community Running Clinic: Cambridge

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Mission

To teach people how to run farther, faster, and healthier and to give our running community an opportunity to network with physical therapists, coaches, equipment vendors, and nutritionists



Who

- Physical therapy group
- Local Running shoe stores
- Community running clubs
- Running coaches
- Nutritionist



What

1. Gait analysis
2. Running activities
 - a. Dynamic warm up
 - b. Strengthening
 - c. Common injuries
3. Progression/coaching
4. Footwear Information/recommendation
5. Nutrition
6. Networking



Gait Analysis

- 15 minute time slots
- 2 minute jog from front and side views
- 10-12 minute analysis
- Quick diagnoses- prescription pads?
 - Over striding
 - Heel striking
 - Anterior pelvic tilt
 - Trendelenburg
 - Too much vertical displacement
 - Over pronation
 - Under pronation
- Educational materials on quick diagnoses to save time and provide more information



Running Activities

- Dynamic warm up
 - World's greatest, lateral lunges, standard lunge, pistons
- Strengthening
 - Glutes: hip hikes, side planks, bridges, RDL with march, bird dog, sidelying hip abd
 - Hamstrings: Forward fallout lunge, bridge with PB
 - Quads: quarter squats, wall sits (isometric), step ups
 - Calves: Heel raises (DL, SL, dynamic, off step), isometric soleus activation
 - Feet: Doming, ankle inversion/eversion, dorsiflexion with toe flexion, towel scrunches
- Common injuries
 - Hip: Anterior hip pain
 - Knee: PFPS, ITBs, Pes anserine bursitis
 - Lower leg: compartment syndrome, shin splints
 - Ankle and foot: achilles tendonitis, plantar fasciitis, peroneal tendonitis, sesamoiditis, metatarsalgia



Progression and Coaching

- Collaboration between PTs and running coaches to answer the following questions:
 - How can I go from running 2 miles to 10+ miles safely?
 - How can I run faster?
- Focus on training and progression plans



Footwear Recommendation

- Local running shoe store
 - Option 1: Shoe guide materials, staffers to answer questions, 10-20 samples for demonstration purposes.
 - Option 2: All of option 1 + more shoes for people to try on, write down shoe recommendation before leaving
 - Option 3: All of option 2 + merchandise to purchase including apparel



Nutrition

- Depending on size of event and interest level, could bring in sports nutritionist to talk about running nutrition with people. If not enough interest, could have written materials for people to take to learn more.
- Potentially reach out to race nutrition vendors such as power bar or nuun to see if they wanted to have a presence at the event.



Possible Partners

- Joint Ventures physical therapy
- Marathon Sports
- MIT/Harvard
- Community running group- cambridge
- Tracksmith- newberry street
- Heartbreak Running Club



Marketing

1. Materials
 - a. Social media
 - b. Flyers in cambridge YMCA and other gyms
 - c. Flyers in businesses in the area
 - d. MIT athletic trainers
2. Reach out to local biotech companies and other local businesses