



MEDIA ADVISORY

Inspire the World to Fitness®

IDEA Health & Fitness Association Focuses on Youth-Based Personal Training and Group Exercise While Offering Insight on Kids' Fitness Assessment Guidelines and Boot Camps

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with more than 20,000 members in more than 80 countries, examines the challenges and benefits of training kids and adolescents in the May 2006 issue of *IDEA Fitness Journal*.

According to a 2004 public health survey by Lobstein, Baur and Uauy for *Obesity Reviews*, nine million youths in the United States are overweight. With this number climbing each year, fitness professionals and parents are faced with a daunting task: how to get teens and youths engaged in regular exercise programs. IDEA takes a look at youth-based training and group exercise programs to pinpoint unique skills and methodologies required. In designing programs, kid- and teen-friendly equipment should be used and it's advisable to start with simple, one-joint movements before progressing to exercises requiring coordination. Programs should incorporate intervals and short bursts of exercise while emphasizing the "fun factor" to keep kids motivated. In addition, overweight teens should be trained differently, stressing physical activity and lifelong healthy habits instead of zeroing in on weight loss.

IDEA also offers a checklist for parents to ensure that personal trainers have the necessary experience, certifications, child-development background, customized programs and appropriate procedures to run a successful youth-based program. Insight into successful youth boot camps is provided, including sport-specific camps and different programs tailored to match the attention spans and goals of young participants. Additionally, IDEA addresses the need for standardized fitness assessment testing appropriate for all youngsters while differentiating between the most widely used testing protocols: the President's Challenge Program and the FIT-NESSGRAM.

Additional Issue Highlights:

- A study published in the *Cancer Epidemiology Biomarkers & Prevention* cites that five or more hours of vigorous physical activity each week lowered breast cancer risks for women by 38 percent.
- A recent study in the *British Journal of Sports Medicine* reports that teenage fitness can lower the risk of neck tension in adulthood.
- Tips for working with indigenous populations, including Native Americans, Native Alaskans and Aborigines to combat a rise in diabetes, obesity and cardiovascular disease.
- Cardiovascular medicines and exercise modifications and advice.
- The best food sources for active exercisers to prevent iron depletion and sports anemia.
- The *British Medical Journal* cites stress at work is an important risk factor for metabolic syndrome.
- A 12-week yoga program was more effective than conventional exercise or a self-help program in improving function and reducing low-back pain, according to the *Annals of Internal Medicine*.
- Oregon Research Institute found that cobblestone mat walking improved balance and mobility while lowering blood pressure more than regular walking.

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- IDEA member Marilyn Larkin, a NYC-based fitness professional, led a group of women from Dress for Success, a non-profit organization that helps low-income women enter the workforce, through her “Posture-cize” program focusing on balance and core strength as well as achieving correct posture to exercise properly, increase work productivity and enhance daily, functional living.

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For more information on these topics or others addressed by IDEA, please email Tabitha Bailey / HetzelMeade Communications at Tabitha@hetzelmeade.com or call 805.241.2532