

MEDIA ADVISORY

IDEA Health & Fitness Association Helps Keep Kids in Motion with Innovative and Effective Programs for Fitness Professionals

February 20, 2008—[IDEA Health & Fitness Association \(www.ideafit.com\)](http://www.ideafit.com), IDEA Health & Fitness Association), the world's leading membership organization of health and fitness professionals with more than 22,000 members in over 80 countries, focuses on keeping kids healthy and exercising in the latest issue of *IDEA Fitness Journal*.

Just when it seemed like the issue of childhood obesity could not get any hotter, out come two published reports in *The New England Journal of Medicine* that require the current call to action to be elevated to a higher level of urgency. The most effective remedy for this epidemic is proving to be innovative exercise and weight management programs designed specifically for children. Containing a mix of fun, technology, research and skill, such programs focus on instilling lifestyle changes early on in order to achieve the best possible long-term results.

Last summer, IDEA Health & Fitness Association joined forces with the [Alliance for a Healthier Generation](#), a partnership between the American Heart Association and the William J. Clinton Foundation, to increase the physical activity resources available to children nationwide. As facilitators of education and inspiration, [IDEA members](#) have an unprecedented opportunity to impact a generation's outlook on physical fitness and personal well-being through this partnership..

Additional Issue Highlights:

- Giving kids a lot of health information is not enough to get them in better shape. The most effective programs include active guidance specifically aimed at changing eating and exercise behaviors (*Health Psychology*, 2007; 26 [5], 521-32).
- Even low to moderate levels of weekly exercise can help relieve hypertension (*Journal of Epidemiology and Community Health*, 2007; 61, 778-83).
- A dash of cinnamon lowers fasting LDL and total cholesterol concentrations in the blood stream and may aid in sugar control (*American Journal of Clinical Nutrition* (2007; 85 [6], 1552-56)
- One-third of all Americans are living with extreme stress and 48 percent report increased stress levels over the last five years according to a study released by the American Psychological Assoc.
- Qiyong is as effective as exercise therapy alleviating long-term, non-specific neck pain according to a study published in the October 15th issue of *Spine* (2007; 32, 2415-22).

Inspire the World to Fitness®

IDEA member Chris Kelly, personal trainer and owner of CK Wellness in New York City, believes everyone deserves a life involving fitness—including underprivileged women. After being inspired by his mother, a marathon runner, and a trainer who helped in his recovery from a knee injury, Kelly says he wants to give his feeling of joy and motivation to all his clients. In particular, Kelly has chosen to reach out to his community in a unique way. Through the evolution of his web site www.thespotter.net, Kelly has teamed with other volunteers to provide career counseling, proper wardrobe and lifestyle fitness training to women in need. Kelly encourages fitness professionals to reach out and make wellness more accessible to a wider

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audience. “We need to get past the idea that fitness requires a set of weights and a treadmill,” he says. “Establishing healthy habits is about fitting diet and fitness into your daily routine.”

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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