



IDEA Health & Fitness Association Offers Step-by-Step Approach for Training Clients with Neuromuscular Disorders as Part of Special Focus on Working with Special Populations

Who:

IDEA Health & Fitness Association (www.ideafit.com), the world's leading membership organization of health and fitness professionals with nearly 20,000 members in more than 80 countries, focuses on the challenges and rewards of working with special populations in the latest issue of the *IDEA Fitness Journal*.

In this edition, the association provides valuable insight into making exercise a key component of an overall treatment plan for people with neuromuscular disorders, including spinal-cord injury, stroke, traumatic brain injury, multiple sclerosis, muscular dystrophy, polio, postpolio and Parkinson's disease to name a few. This highly informative article offers guidelines for customizing fitness programs that are both challenging and rewarding while focusing on improvements in speed, coordination, agility, quickness, balance, reaction time, musculoskeletal strength, musculoskeletal and cardiovascular endurance, flexibility, power, body composition and motivation to exercise.

As part of its coverage on special populations, IDEA discusses ways to help older adults reduce their risk of falls with a strategically designed balance and strength-training program. Since falls are the leading cause of injury-related deaths in older adults as well as a significant cause of disability, a program of postural muscle and dynamic balance training is highly recommended. Elements of the "Standing Strong" program are offered along with examples of specific exercises and movements intended to improve both strength and balance.

Additional Issue Highlights:

- When faced with clients who use their kids as part of the "no time to exercise" excuse, more personal trainers nationwide are pointing the whole family to the nearest playground for a family play circuit;
- Why insulin resistance causes metabolic disturbances that can ultimately increase risks of heart disease and diabetes;
- Size-sensitive schedules creates a safe and nurturing environment for overweight participants where they can exercise feeling emotionally secure;
- Foot problems are linked to obesity according to the latest survey by the American Orthopaedic Foot and Ankle Society;
- Best and worst states for raising a fit child; and 10 best walking cities nationwide.

Inspire the World to Fitness®:

- Attend the world's largest fitness convention—The 2005 IDEA World Fitness Convention in Las Vegas. The convention has something for everyone: innovative sessions and continuing education opportunities, the return of "Club without Walls," motivational keynotes from Dr. Pamela Peeke, and Tim Sanders, sponsored by Les Mills International; as well as sunrise yoga with Rodney Yee.
- A complete fitness and wellness expo featuring first-class exhibitors and the latest in products and services at discounted prices.

- For registration information on the conference (Las Vegas July 5-9), visit the company's website at www.ideafit.com or call 800.999.4332 ext. 7.

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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