

## **MEDIA ADVISORY**

### **IDEA Health & Fitness Association Prepares Food for Thought as an Essential Part of a Wellness Diet for Fitness Professionals**

IDEA Health & Fitness Association ([www.ideafit.com](http://www.ideafit.com)), the world's leading membership organization of health and fitness professionals with more than 22,000 members in over 80 countries, prepares a healthy menu of food for thought on nutrition and wellness in the latest issue of *IDEA Fitness Journal*.

While good nutrition is an absolute cornerstone to building healthy lifestyles, IDEA advises fitness professionals to avoid "prescribing" supplementation and constructing elaborate diet and weight loss plans for clients. Instead, the best course of action for fitness professionals is to align themselves with a registered dietician or certified nutritionist and refer clients to that person when questions and answers go beyond basic advice.

There seems to be news of a new food scare every day. Staying informed about the dangers while knowing how to minimize the risks will help consumers avoid involvement with one of the food-borne pathogens that cause about 76 million illnesses in the U.S. each year. According to the Center for Science in the Public Interest, the most commonly contaminated foods are greens-based salads, turkey and chicken.

#### ***Additional Issue Highlights:***

- Tufts University researchers have modified the USDA food pyramid to meet the nutritional needs of older adults, with more focus on fiber-rich foods, packaged fruits, a new foundation depicting physical activity and the addition of supplements, including calcium, vitamin D and vitamin B12.
- What's the best way to get children to exercise? Give them "toys" to exercise with, according to a study in the *American Journal of Preventive Medicine* (January 2008, 34 [1], 23-29). Children spent more time on physical activities when they had play equipment, such as balls, hoops and jump ropes.
- A biomedical engineer at Purdue University has developed a new way to perform CPR. Called "only rhythmic abdominal compression" (OAC-CPR), the technique involves pushing on the abdomen instead of the chest, which should increase blood flow through the heart by 25 percent.
- Social support continues to be a critical factor for successfully changing lifestyles. According to a study in *The Journal of Nutrition* (October 2007; 137, 2291-96), women who received phone counseling to encourage healthy eating did better than those who did not in this four-year study.
- A report in *The Journal of the American Medical Association (JAMA)* depicts a correlation between the consumption of hot cocoa and a reduction in blood pressure.
- It's not a stretch to believe that stretching currently is the fitness activity with the highest average of days of participation per year. People who stretch do so 147 days out of the year.

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***Inspire the World to Fitness®***

IDEA has challenged its members to come together and make a difference in their communities by making the world a healthier place. Together our mission is to Inspire the World to Fitness.

Hear what IDEA member Pam Skinner has done. Her latest entrepreneurial idea is Balance Bands, a unique and innovative way to empower children and their parents to make better food choices. Skinner and her business partner Millie Starks creating specialized sets for of five brightly colored rubber bracelets for kids and teens. Balance Bands offer a visual reminder that children need to eat at least five helpings of vegetables and/or fruits each day. She tried out her program at Smith Elementary School in her hometown of Huntington Beach, Calif. “We did pre- and post-tests, and the students increased their nutrition scores by 266 percent,” reports Skinner. “This was all after just one week. Imagine what could happen with ongoing nutrition education.”