



## MEDIA ADVISORY

Inspire the World to Fitness®

**Contact:**

Bernhard Schroeder  
IDEA Health & Fitness Association  
858.535.8979, ext.275  
[schroederb@ideafit.com](mailto:schroederb@ideafit.com)

Tabitha Bailey  
HetzelMeade Communications  
805.241.2532  
[tabitha@hetzelmeade.com](mailto:tabitha@hetzelmeade.com)

### **IDEA Health & Fitness Association Releases Top 10 Checklist to Assist Parents in Hiring Personal Trainers for Kids and Teens**

*Guidelines for Assessing whether Fitness Professionals have Necessary Certifications, Child-Development Experience and Customized Programs to Support Youth-Based Personal Training*

**San Diego – May 30, 2006** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with more than 20,000 members in more than 80 countries, unveils the top 10 questions every parent should ask prospective personal trainers before hiring a fitness professional to work with their children. The organization has developed these guidelines in response to the rapid rise in youth-based personal training and group exercise classes.

According to IDEA's 2005 Programs & Equipment Survey, kid-specific fitness programs are on the rise. More than 41 percent of the professionals polled in the 10th annual survey of businesses and program directors across North America reported the availability of exercise programs tailored to the special needs of youth and teens. "We see steady growth in the numbers of fitness professionals who are working with children to encourage healthy lifestyles with plenty of regular exercise," said Kathie Davis, executive director of IDEA Health & Fitness Association. "As more and more trainers join the fight against childhood inactivity and obesity, it becomes increasingly important to offer parents information to help them determine the best approach to meeting their child's individual physical fitness needs."

IDEA Health & Fitness Association recommends that parents receive positive responses to most of the following questions before hiring a prospective trainer for their kids and adolescents:

1. Does the professional have a personal trainer certification from a nationally recognized organization and/or a bachelor's degree in a fitness-related field?
2. Does the trainer have experience working with children/teens? Have they studied "Child Development?"
3. Is the trainer certified in CPR/First Aid?
4. Will the trainer ask the parent to sign a waiver/release for the child?
5. Does the trainer/facility have an emergency plan in place that ensures events are handled in a safe and effective manner?
6. Will the trainer require a health screening or physician's release before beginning to work with your child? Do they also provide a Goal Sheet for your child?
7. Does the trainer keep your child's emergency information, including allergies (drug or food), current medications and emergency contacts readily on file?
8. Will the trainer keep track of your child's workouts and chart the progress?
9. Does the trainer have liability insurance?
10. Does the trainer have a personality that my child will like?

-more-

For a complete listing of recommendations, please go to [www.idealife.com/fitness\\_resources.asp](http://www.idealife.com/fitness_resources.asp).

Choosing a trainer with a network of professionals, such as physicians, dietitians, physical therapists and other health professionals, could prove useful, especially in dealing with any special health or physical fitness issues. Additionally, parents should seek references and speak to other parents about the trainer's exercise programs to determine how well they accommodate a variety of fitness requirements. For instance, if a child is requesting specific sports training, it's advisable to select a trainer with experience in that particular sport. As with any training program or exercise facility, it's important to understand all costs and cancellation policies.

Increasingly, trainers are conducting health and fitness assessments to determine whether a child is ready—physically and psychologically—for an organized fitness program. These evaluations are essential to identifying special concerns or signs that a child is being pushed to lose weight or excel at sports. "Fitness assessments enable trainers to evaluate each situation individually while ensuring an overall positive experience for the child," added Davis. "A highly qualified trainer has both the credentials and the mindset to accommodate unique requirements while focusing on the 'fun factor' that appeals to both kids and teens." Equally important is finding a trainer who understands the differences and nuances between programs targeted for youth or teens. Conversely, parents of overweight teens should look for training programs that place more emphasis on physical activity and lifelong healthy habits than on weight loss.

At the upcoming 24<sup>th</sup> annual IDEA World Convention, which will be held in Las Vegas on July 25<sup>th</sup>-29<sup>th</sup> and attracts thousands of attendees globally, the association will be featuring continuing education sessions on special populations, including programs for youth and teens.

For more information and registration details on IDEA World Fitness Convention and Inner IDEA, visit the event section on the company's website at [www.idealife.com/world](http://www.idealife.com/world) or call 1.800.999.4332, ext. 7.

### **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with more than 20,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. IDEA members interact with consumers more than 25 million times a year in the fitness marketplace. For more information on IDEA conferences, publications, educational products, member services or other activities, visit [www.idealife.com](http://www.idealife.com) or [www.inneridea.com](http://www.inneridea.com).

###