

## **MEDIA ADVISORY**

### **IDEA Health & Fitness Association Reveals the Latest Industry Research on Fitness Programs & Equipment Along with an Important Update on Childhood Obesity**

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 23,000 members in over 80 countries, reveals the latest industry research on fitness programs and equipment along with an update on childhood obesity in the latest issue of *IDEA Fitness Journal*.

Every year the [IDEA Fitness Programs & Equipment Survey](#) provides valuable information and insight into how to best meet the ever-evolving needs of an increasingly diverse mix of people, including kids, older adults, pregnant women as well as people with post-rehabilitation needs. IDEA's 13<sup>th</sup> annual survey revealed a variety of emerging activities along with more familiar ones that are continuing to gain momentum.

Noteworthy observations from the 2008 IDEA Fitness Programs & Equipment Survey include:

- Outdoor boot camps were voted the exercise program with the most growth potential (cited by 72 percent of IDEA members who responded to the survey);
- Personal training for youths (18 years old or younger) now is offered by 63 percent of respondents, kids' fitness programs are offered by 36 percent and classes for seniors rose from 39 to 51 percent;
- Small-group personal training made a big jump to 58 percent, up from 44 percent in 2007;
- Equipment topping the charts continues to be small and versatile; 94 percent of respondents said they offer resistance tubing or bands while 87 percent favor barbells and/or dumbbells.
- Forty-three percent of the survey respondents said their facilities offer some kind of group-oriented social activity (including walking and/or running clubs, group trips and organized activities).

Preventing childhood obesity remains a front-and-center issue for our society and the fitness industry is responding with programs tailored to this demographic. IDEA's partnership with the Alliance for a Healthier Generation continues to gain momentum. The Alliance was started in 2005 by the American Heart Association and the William J. Clinton Foundation. So far, more than 1,000 IDEA members have pledged to contribute their time and expertise to improve physical activity opportunities in their communities. These efforts include group exercise at Alliance events or providing fitness services to schools, donating fitness equipment and offering discounted membership rates to staff and students enrolled in the Healthy Schools Program. These efforts are crucial steps in reversing the childhood obesity epidemic.

Other highlights from this latest issue of IFJ:

- Men who have diabetes are significantly more likely to develop Alzheimer's based on a study published in the April 9<sup>th</sup> edition of *Neurology* magazine.
- Rest may offer more benefits than massage for enhancing resistance exercise performance, according to a study published in the *Journal of Strength and Conditioning Research* (2008; 22 [2], 575-82).

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- Neuro-Linguistic Programming (NLP) is a model of how states of mind, presence and interactions—along with verbal and nonverbal communications—shape capacities to succeed in business.
- The steps for creating successful “StepTube” video on YouTube to showcase fitness ideas, refine techniques and reach an expanded community.
- The American Institute for Cancer Research ([www.aicr.org](http://www.aicr.org)) allows the public to call a toll-free hotline and leave a message for a registered dietician who will call back with an answer.
- Egg yolks are one of the few foods that contain all of the fat-soluble vitamins (A, D, E & K).

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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](mailto:tabitha@hetzelmeade.com) or call 805.241.2532