

## **MEDIA ADVISORY**

### **IDEA Health & Fitness Association Spotlights the Truth about Women and Heart Disease and Explains Why Seniors Should Add Power Training to their Exercise Routines**

[IDEA Health & Fitness Association \(www.ideafit.com\)](http://www.ideafit.com), the world's leading membership organization of health, wellness and fitness professionals with more than 21,000 members in over 80 countries, puts the spotlight on women and heart disease as well as power training for older adults in the new issue of *IDEA Fitness Journal*.

Fitness professionals need to educate their female clients about the benefits of heart health and preventive care, especially since more women than men die of cardiovascular disease (CVD) each year. While many women worry about their risk of breast cancer, heart disease actually is the leading killer of females in America. The latest CVD research strongly suggests that lifestyle modification is crucial when it comes to prevention. Guidelines from the American Heart Association present a major opportunity for fitness professionals to raise awareness and educate female clients of all ages about known risk factors.

Another hot topic is the latest research that supports testing and training techniques to challenge seniors to move their muscles and do it more quickly. When training older adults, few personal trainers consider adding power as a program design element. Power, however, is one of the major performance variables associated with independence. In addition, power also is the neuromuscular factor that suffers the greatest decline with age. Personal trainers who learn the proper and safe techniques for adding high-speed techniques to their older clients' workouts can help them improve and prolong their functional status effectively and safely.

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

- A recent study of 224 boys and girls ages 7-to-10 found no direct correlation between exercise and body composition among girls—as opposed to boys, in whom waistlines were indicative of physical activity levels, according to the *British Journal of Sports Medicine* (2007;000 1-6).
- Diet sodas have been implicated in increasing the risk of metabolic syndrome, one of the many conditions that are key precursors of coronary heart disease.
- An investigational weight loss study called PACE (Patient-centered Assessment and Counseling for Exercise and Nutrition) uses cell phone-based prompts and the Internet to help 12- to 16-year olds avoid type 2 diabetes.
- Partner exercises increase commitment, are economical and create special bonds between spouses, relatives, best friends and/or co-workers while also making workouts more fun and dynamic.
- To decrease stress and find bliss during the holidays it's important to make conscious choices, plan in advance, focus on self-care (exercise, get enough sleep and eat right), give to others, and make time to relax, do something fun and connect with people.

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When Linda Dunn's fitness trainer left town, the Tuscaloosa, Ala.-based school psychometrist and counselor took things into her own hands. She learned how to do it herself and then turned her own "small" world of contacts into a big opportunity to help others. After school ended each day, she started teaching fitness classes and studying for various certification tests. Now retired, the skills she honed in the school district have helped her quickly access clients' specific needs. When the nearby Mercedes Benz plant was looking for a fitness professional, she worked with the carmaker for three years (until its own fitness center was built) and then leveraged this experience to accelerate her expansion into corporate fitness programs.

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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