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NEXT STEPS TO ALIGN
AND ADVANCE THE
EXERCISE PROFESSION

BECOMING ESSENTIAL

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ABOUT THIS SESSION

This panel discussion will explore the efforts to engage governments and the public health community on behalf of the fitness industry and exercise professionals. They will share what they have learned about industry perceptions, future opportunities and the path forward to establish the profession and industry as an essential part of the health ecosystem.



PANEL



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Michigan Fitness
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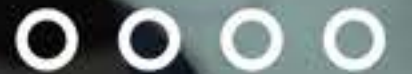


Francis Neric

Coalition for the
Registration of Ex
Pros, Vice Pres

LEARNING OBJECTIVES

- Understand WHY we need to improve the "professionalism" of our industry.
- WHAT needs to be done to enhance the professionalism
- HOW exercise professionals can get involved.



Early response

Perceptions of the fitness industry and expectation gaps.

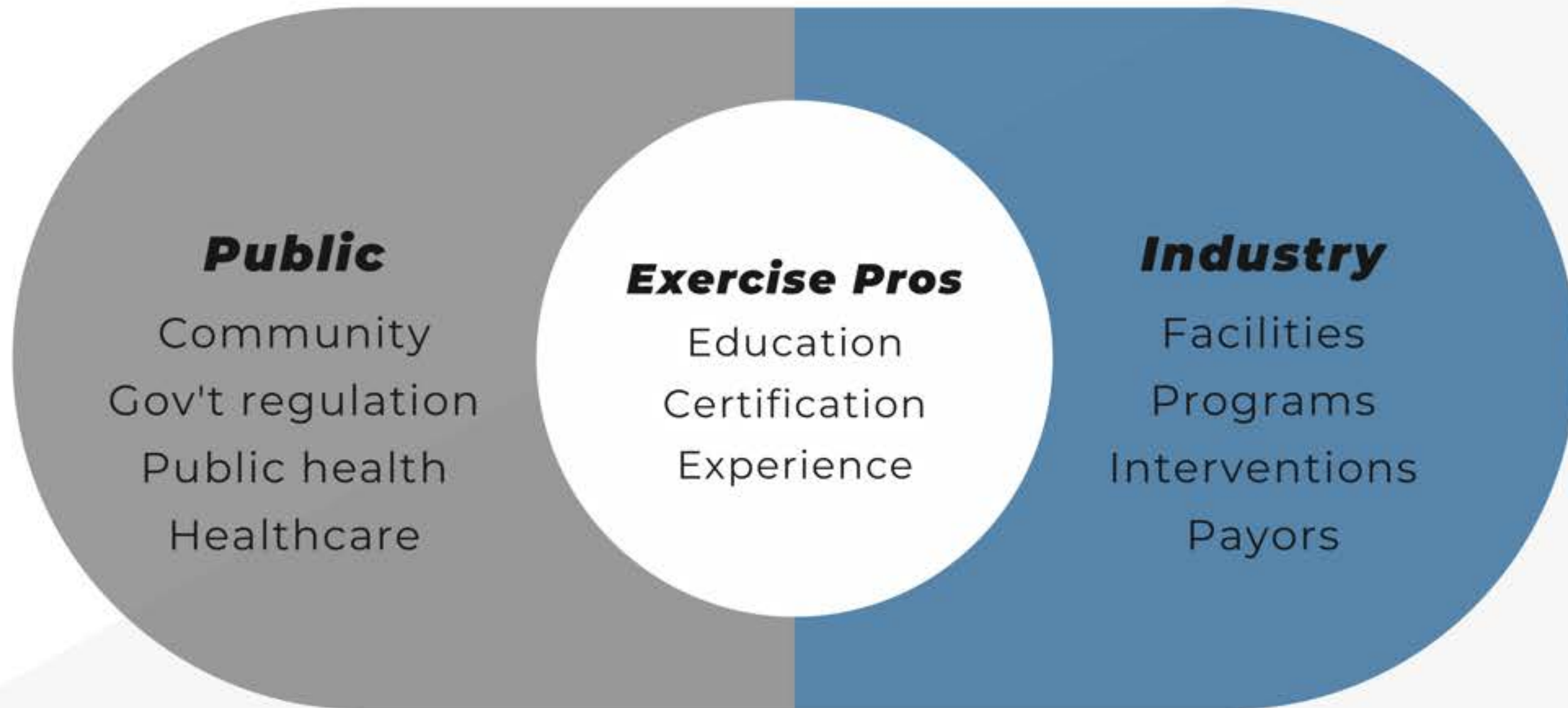
COVID-19



Industry pivot

Engagement with public health, government and industry stakeholders

HEALTH/FITNESS ECOSYSTEM



EARLY RESPONSE LEARNINGS

Things we need to address as a fitness industry and exercise professionals.

Takeaway 1

Sustained strategy

Takeaway 2

Industry
perceptions

Takeaway 3

Expectation gaps in
healthcare and gov't

Takeaway 4

Research and
programming



INDUSTRY PIVOT

How the industry responded:

- Engagement w/ public health (local/state/national/WHO) and gov't
- Formation of new alliances
- Stakeholder education
- Roadmap for professionalism
National Exercise Referral Framework



AREAS TO BE ADDRESSED

Advancing professionalism:

- Alignment of terminology
- Sustained engagement
- Diversity, equity, and inclusion
- Research and programming

CALL TO ACTION

How can you get involved?

Professionalism

What can you do as
employers and
pros?

Community

Join and participate
in the conversation

Advocacy

Represent your
space



NEXT STEPS

Perspectives:

- Professionals
- Operator/trade prospective
- Academic
- Credentialing





THANK YOU

Open Questions and Answers



CONNECT



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FITNESS PROFESSIONAL RESOURCES

Professional Organizations & Associations

- [American College of Sports Medicine \(ACSM\)](#)
- [Physical Activity Alliance](#)
- [IHRSA – The Global Health & Fitness Association](#)
- [USREPS - The United States Registry of Exercise Professionals](#)

Current USREPS Member Organizations

- [American College of Sports Medicine \(ACSM\)](#)
- [American Council on Exercise \(ACE\)](#)
- [Collegiate Strength and Conditioning Coaches Association \(CSCCa\)](#)
- [National Council on Strength and Fitness \(NCSF\)](#)
- [National Strength & Conditioning Association \(NSCA\)](#)

Advocacy & Legislative Information

- [Fitness Industry Fact Sheets by State](#)
- [Fitness Industry Legislative & Regulatory Issues Tracking](#)
- [IHRSA PAC \(Political Action Committee\)](#)
- [IHRSA – State Alliance Information](#)
- [National Health & Fitness Alliance](#)
- [Personal Health Investment Today \(PHIT\) Act](#)
- [Physical Activity Alliance - Strategic Policy Priorities](#)
- [Project 435 Information](#)
- [State Fitness Alliance Playbook for Health, Wellness, and Fitness Leaders](#)

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FITNESS PROFESSIONAL RESOURCES

Accreditors

- [American National Standards Institute \(ANSI\)](#)
- [Commission on Accreditation of Allied Health Education Programs \(CAAHEP\)](#)
- [Committee on Accreditation for the Exercise Science \(CoAES\)](#)
- [International Association of Continuing Education and Training \(IACET\)](#)
- [International Standards Organization \(ISO\)](#)
- [National Commission for Certifying Agencies \(NCCA\)](#)
- Accredited Exercise Professional Certification Programs:
 - [NCCA Accredited Exercise Professional Programs](#)
 - [ISO Accredited programs](#)

Educational Articles, Reference Materials, & Position Statements

- [Bringing Equity, Diversity, and Inclusion to the Fitness Industry](#)
- [Diversity, Equity & Inclusion in The Fitness Industry](#)
- [Inter-Association Recommendations: Best Practices in Strength and Conditioning](#)
- [Medical Fitness Association: Facility Standards and Guidelines](#)
- [National Physical Activity Plan](#)
- [Preventing catastrophic injury and death in collegiate athletes](#)
- [Weight Bias: A Primer for the Fitness Industry](#)

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FITNESS PROFESSIONAL RESOURCES

Government Resources

- [O*Net \(the nation's primary source of occupational information\)](#)
- [U.S. Bureau of Labor and Statistics- Occupational Handbook](#)

Panelist

Contact Information

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