"Educational Excellence For Fitness Professionals."

October Certified Professional Newsletter 2015

Digital Badge Update: Get More of Everything!

Ever wonder how the digital badge can get you more business? It is an encrypted code. Click on the front of the logo and it drives prospects and employers immediately to your secured back end course accomplishments. It is one thing to have a wall mounted certificate from W.I.T.S. or a wallet size card but how does the public select or qualify you as the expert? Today's modern day industries, like health occupations, are offering the digital badge to validate you as the best and the brightest to hire. W.I.T.S. is the first in the fitness industry to offer this new technology.

The W.I.T.S. Competitive Advantage!

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The online W.I.T.S. course you bought earlier this year counts or buy one now for CEC's to renew for as little as $59.95!

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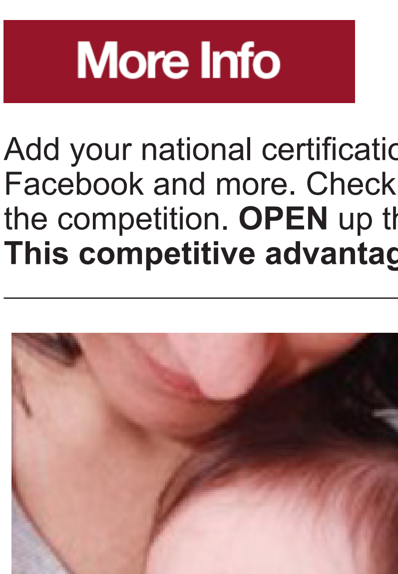
Add your national certifications from W.I.T.S. to your E resume, LINKED IN account, company website, Facebook and more. Check out the classy look and information below to see how it separates you from the competition. **OPEN** up the world of social media as your marketing tool for new business.
This competitive advantage is brought to you by W.I.T.S.

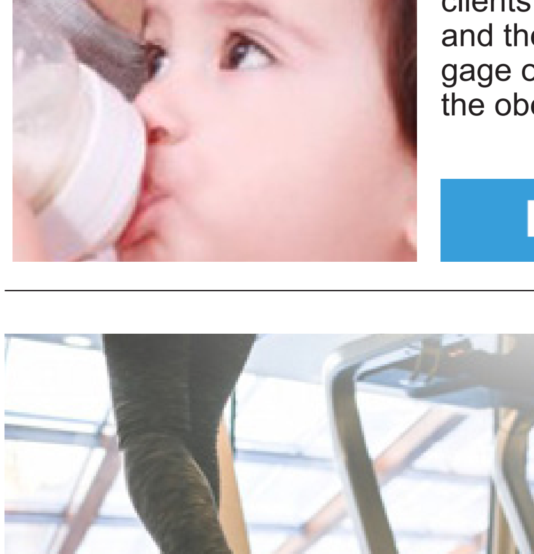


Did You Miss the October Webinar? Check Out the Recording!

Childhood Obesity Starts at Home - As fitness professionals we have watched the obesity rates rise in adults and children alike. Now we are presented with the challenge of educating, motivating and helping our clients implement steps towards creating a healthy life for themselves and their children. In this webinar we will look at ways to actively engage our clientele in creating a healthy and balanced home that fights the obesity battle. REGISTER NOW!

Register

W.I.T.S. EXCLUSIVE



Placement of Treadmills: Consult Industry Standards

by David L. Herbert, Attorney at Law, David L. Herbert & Associates, LLC,

Client Safety
In the last article posted on this site, I provided some analysis as to why the placement of exercise equipment within fitness facilities was important for client safety and for the avoidance of relevant claims and suits against fitness professionals.1 I suggested that fitness professionals evaluate manufacturers' recommendations as well as industry standards when dealing with the placement of exercise equipment, particularly treadmills, within their facilities.
Aside from manufacturers' recommendations, industry standards can be a valuable resource for fitness professionals charged with the responsibility of exercise equipment placement. ASTM International fka the American Society for Testing and Materials published a new standard in 2012 entitled "Standard Specifications for Motorized Treadmills" designated as F2115-12, approved March 1, 2012. This latest standard, originally approved in a different form in 2001, modifies the prior ASTM standard adopted in 2005, F2115-05.

Standard Recommendations
The 2005 version of the standard provided for a minimum clearance of 1 meter (39 inches) "behind the rearward most portion of the usable moving surface of the treadmill or 2 meters (78 inches) behind the furthest rearward obstruction for emergency egress from the treadmill." The 2012 ASTM standard changed that requirement somewhat to provide for an emergency dismount from the device of at least a two meter distance behind the treadmill. The 2012 standard recommends minimum clearances around treadmills to a minimum of 0.5 m (19.7 inches) on each side of the treadmill and 2 m (78 inches) behind treadmills.

Fitness professionals should review the current ASTM standard as well as manufacturers' recommendations as to the placement of treadmills and adhere to the safety recommendations contained in such statements. In the event of a conflict between manufacturers' recommendations and the ASTM standard, the greater recommended distance behind a treadmill should probably be followed since it would represent the most prudent approach for creating an obstruction free zone in the space behind a treadmill. Check out your professional insurance and protect yourself.

More Info

Resources
1 Herbert, D.L., Proper Placement of Exercise Equipment is Important for Client Safety and to Avoid Suit, CPH & Associates, Avoiding Liability Bulletin, September, 2015, http://www.wellfitins.com/proper-placement-of- excercise-equipment-is-important-for-client-safety-and-to-avoid-suit/

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Obesity in Childhood: The Shape for Our Future

by Michelle Matte

Now Trending
The trend toward childhood obesity in the United States is cause for alarm. According to the most recent data from the Centers for Disease Control and Prevention, or CDC, 8.4% of two to five year-olds are obese, compared with 17.7% of six to 11 year-olds and 20.5% of 12 to 19 year-olds. The numbers are higher for Hispanic and African-American youth, with Hispanic children at 22.4%, non-Hispanic blacks at 20.2% and non-Hispanic whites at 14.1%. The obesity epidemic has seen a corresponding trend in childhood Type II Diabetes and hypertension. If we continue in this vein, the future looks dismal for the U.S. population. Many feel that the current generation of children will be the first that will not live longer than their parents.

It's Complicated
The CDC points to a number of factors to explain the cause of this menacing crisis. Lack of support for breastfeeding is cited as a root cause. Baby formula is full of sugar and chemicals that sow the seeds of obesity from infancy. Formula fed babies miss out on vital nutrients and protective antibodies found in human milk, while being subjected to their first taste of processed food. Genetically modified soy is often a key ingredient in baby formula that leads to obesity and food allergies. Toddlers are often subjected to unregulated daycare meals, and school lunch programs are notorious for serving cheap processed food, full of calories and lacking in nutrients. Other factors cited include large portion sizes, advertising of unhealthy foods, lack of safe outdoor play space, and limited access to fresh whole food.

SES-SOS
SES, or socio-economic status, is recognized as one of the major factors contributing to childhood obesity. Children in low income families often have little choice in the types of foods they eat, and the types of activities they engage in. Their parents often work long hours at low-paying jobs, frequently holding two or more jobs at a time. Low income children are likely to eat high quantities of unhealthful processed food, and are often trapped indoors for their own safety. Low income communities are often categorized as food deserts, with no supermarkets offering fresh produce. Convenience stores may carry small quantities of produce at inflated prices. Fast food is a frequent staple in homes with busy working parents. As the income gap widens in the United States, more and more families are falling below the poverty line, and more children being subjected to an unhealthy lifestyle with limited choices. Statistics from the CDC reflect that the incidence of obesity tends to decrease as household income increases. However, obesity is not restricted to children in low SES households.

How Can We Help?
While the solutions may seem obvious, working with children is complicated. Children have little or no say when it comes to the foods they eat. If the adults in a child's life are inactive and obese themselves, that child is much more likely to follow their example. It is up to parents and teachers to provide opportunities for vigorous outdoor play and fresh wholesome food. Yet the financial circumstances and busy work schedules that plague adults often leave children vulnerable to unhealthy lifestyle behaviors. Safety concerns are also an issue. Sexual predators and bullies cause parents to sequester their children indoors, with little access to fresh air, sunshine and unstructured play. As fitness professionals, we can begin with the children under our own roofs, and in our extended families. Community involvement in school activities, intramural sports and other local events can help you establish yourself as a youth fitness expert. Working with entire families may be key to solving our obesity crisis.

What Do You Think?
What strategies do you think we can implement as fitness professionals, either in the short term or in the long term, to impact the growing childhood obesity crisis? Leave your comments below!

More Info

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W.I.T.S. is on a mission to train leaders who are equipped to face the health challenges of today and tomorrow. As fitness professionals, we may be the ultimate solution to a plethora of health and wellness problems facing future generations. You can begin by honing your professional skills and knowledge through education. W.I.T.S. offers a number of courses that will give you the tools to tackle the tough issues. Check out the Youth Fitness Certification, Certified Personal Trainer and Lifestyle Fitness Coaching courses today. Bundle them as a subscription, and get them all for the price of one!

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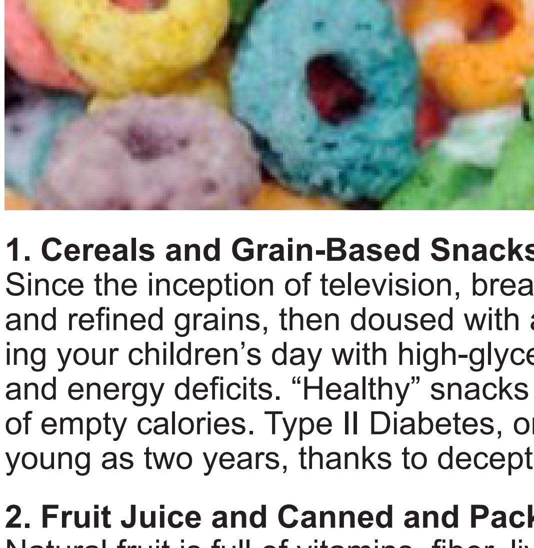
American Diabetes Association: Statistics About Diabetes
Centers for Disease Control and Prevention: Childhood Overweight and Obesity
Centers for Disease Control and Prevention: Obesity and Socioeconomic Status in Children and Adolescents
HealthyChildren.org: Colostrum: Your Baby's First Meal

About Michelle Matte
Michelle Matte has enjoyed a lifelong career in the fitness industry, making a profound impact on its evolution. From National Workshop Presenter to Aerobics Championships Judge to Trainer of Trainers, Michelle's dedication to the growth and professionalism of the industry has helped shape and mold the careers of thousands of qualified trainers and group exercise instructors, worldwide.



The Fatal Five: "Healthy" Foods that Make Kids Sick and Fat

by Michelle Matte

It's Not Just Exercise
Lack of physical activity is often cited as the root cause of both pediatric and adult obesity. While being physically active is an important part of total health, nutrition plays an equal role, providing the essential nutrients we need to function at our optimal best. It is common knowledge that junk food and fast food should be consumed in extreme moderation, and nearly everyone can agree that consuming too much sugar can be harmful to health. But many of the foods that are marketed to us as "healthy" can contribute to obesity and poor health, especially in children.

1. Cereals and Grain-Based Snacks
Since the inception of television, breakfast cereal has been marketed to children. Loaded with sugar and refined grains, then doused with artificial synthetic vitamins to restore some nutritional value, starting your children's day with high-glycemic cereal can put them on a roller coaster ride of sugar cravings and energy deficits. "Healthy" snacks like granola bars and crackers are likewise sugar-laden and full of empty calories. Type II Diabetes, once called Adult Onset Diabetes, is now prevalent in children as young as two years, thanks to deceptive marketing.

2. Fruit Juice and Canned and Packaged Fruit
Natural fruit is full of vitamins, fiber, live enzymes, water and naturally occurring sugar, in small doses. It is the ideal snack for active children, providing energy and promoting good digestive health. Often with good intentions, parents keep fruit cups, applesauce, fruit rolls and other fruit-like substances on hand as convenient snacks for children, thinking they are more healthful than chips or candy. However, processed fruits are low in fiber and devoid or divested of live enzymes and vitamins. They do not offer the same healthful properties as whole fruits. Organic fruit naturally occurs in a single serving size, such as a small apple or banana. On the other hand, one serving of processed fruit or juice often contains the equivalent of two or more fruits, adding to caloric consumption.

3. Hot Dogs and Processed Meats
In an effort to ensure children are consuming enough protein, parents often rely on inexpensive and convenient processed and cured meats such as hot dogs, bacon and deli meats. However, cured meats contain high amounts of salt, sugar and chemicals. In particular, the nitrates used to preserve processed meats can be deadly, and have been linked to leukemia in children. Better to make lunches containing home-baked chicken or beef, boiled eggs, or nut butters and hummus.

4. Infant Formula and Processed Baby Food
Infant formula is high in sugar and often contains genetically modified soy, artificial ingredients and chemicals. Formula cannot substitute for the antibodies and other healthful nutrients present in fresh human milk. Studies have shown that formula-fed infants are up to two and a half times more likely to become obese by age two. The practice of spoon-feeding processed and pureed baby foods has also been linked to childhood obesity. The American Academy of Pediatrics and the World Health Organization recommend exclusively breastfeeding until six months, and then allowing children to self-sample non-pureed foods after six months.

5. Diet Drinks and Fluoridated Water
To avoid excess sugar consumption, many turn to diet soft drinks made with artificial sweeteners. However, numerous studies have linked diet drinks to obesity in children and adults. Fluoridated water is often touted as a preventative antidote to dental cavities. But new studies have shown that, while topically applied fluoride may have some effect on cavity reduction, ingesting fluoride in your water can have negative and critical effects. Of particular concern is evidence that ingestion of fluoride can have a negative and detrimental impact on children's neurological development, leading to lower IQ scores. Ingested fluoride has also been associated with weakened bones, tooth fluorosis, arthritis, and damage to the brain, kidneys, pineal and thyroid glands.

What Do You Think?
Many of the foods that are marketed as healthy may actually be contributing to the obesity and metabolic disease epidemics faced by Western nations. What do you think we as fitness professionals can do to change the perceptions of parents and health care providers about the dangers of these foods? Leave a comment, or ask a question!

More Info

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NPR: Skip the Spoon: Babies May Eat Better When They Feed Themselves
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World Health Organization: Facts and Figures on Childhood Obesity

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