ACSM Fitness Trends of 2015

How can we best utilize them?

Ashley Kuntz, Meredith Hein, Carli Smith, & Morgan Vitosh
Trend or Fad?

Fad: a fashion taken up with great enthusiasm for a brief period of time. http://dictionary.cambridge.org

Trend: a general development or change in the way that people are behaving. http://dictionary.reference.com

➢ More substantial, predictable, pattern
Opening discussion

➢ What are some trends that you see?
➢ Why would this be relevant for us, as professionals?
➢ What do you do to exercise?
  ○ Especially seniors who no longer have athletics
Our Goal

➢ To give you a better understanding of current trends in fitness, so you may fully utilize them in your future careers.
<table>
<thead>
<tr>
<th>1</th>
<th>Body weight training</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>High-intensity interval training</td>
</tr>
<tr>
<td>3</td>
<td>Educated, certified, and experienced fitness professionals</td>
</tr>
<tr>
<td>4</td>
<td>Strength training</td>
</tr>
<tr>
<td>5</td>
<td>Personal training</td>
</tr>
<tr>
<td>6</td>
<td>Exercise and weight loss</td>
</tr>
<tr>
<td>7</td>
<td>Yoga</td>
</tr>
<tr>
<td>8</td>
<td>Fitness programs for older adults</td>
</tr>
<tr>
<td>9</td>
<td>Functional fitness</td>
</tr>
<tr>
<td>10</td>
<td>Group personal training</td>
</tr>
<tr>
<td>11</td>
<td>Worksite health promotion</td>
</tr>
<tr>
<td>12</td>
<td>Outdoor activities</td>
</tr>
<tr>
<td>13</td>
<td>Wellness coaching</td>
</tr>
<tr>
<td>14</td>
<td>Circuit training</td>
</tr>
<tr>
<td>15</td>
<td>Core training</td>
</tr>
<tr>
<td>16</td>
<td>Sport-specific training</td>
</tr>
<tr>
<td>17</td>
<td>Children and exercise for the treatment/prevention of obesity</td>
</tr>
<tr>
<td>18</td>
<td>Outcome measurements</td>
</tr>
<tr>
<td>19</td>
<td>Worker incentive programs</td>
</tr>
<tr>
<td>20</td>
<td>Boot camp</td>
</tr>
</tbody>
</table>
20. **Boot Camp**

- First trended in 2008 at no.26 and peaked at no.8 in 2011.
- High-intensity, military-style
- Offers a lot of variation
- Enthusiastic instructor
  - Encouraging vs. Intimidation

http://www.xsportfitness.com/groupfitness/descriptions.html
19. Worker Incentive Programs

Notable in 2011

Goal: stimulate positive health behavior change

Employer-based health promotion
- Attempt to reduce business’s healthcare costs
- Nearly 90% of employers offer wellness incentives
18. Outcome Measurements

- Fairly new trend
- Emphasizes accountability
- Incorporates tracking data and progression within the program
- Technology has helped this trend blossom
17. Youth Exercise Programs- Treatment / Prevention of Obesity

➢ **Goal:** Children and weight loss

➢ Popularity grows as public school systems face challenge of cutting PE and recess programs...
  ○ potential market for commercial & Community-based organizations

➢ Weight loss is recommended for all overweight children 7 years or older

16. Sport-Specific Training

➢ Off-season skill development
➢ Strength & endurance in specific sport
➢ Highly marketable
➢ Commercial and community clubs
  ○ Madonna ProActive Sports Performance
  ○ Tiger Fitness MultiSport Coaching
15. Core Training

➢ Purpose/Effectiveness of Core Training:
  ○ Exercising core muscles in upright/vertical position
  ○ Use exercises that integrate hips, trunk, shoulders
  ○ Distribute forces (gravity, ground reaction, & momentum)

➢ Goals as the Professional:
  ○ Challenge client to upright movement
  ○ Patterns/dynamic balance
  ○ Stabilize body in field of gravity
14. Circuit Training

➢ Benefits/Advantages:
  ○ Increase muscular strength/decrease percent of fat
  ○ Incorporates cardiovascular/muscular fitness
  ○ Incorporates aerobic and strength into exercises

➢ Typical Training Sessions:
  ○ 1 hour circuit exercise
  ○ In any sequence, 8-10 stations
  ○ Group circuit-training: new exercises
13. Wellness Coaching

➢ Wellness Coaches:
  ○ Help clients find motivation/tools to get to physical and health goals
  ○ Help make better general choices to fit lifestyle/provide support and guidance

➢ Example Goals:
  ○ Lose a few pounds
  ○ Lower stress
  ○ Eat better
  ○ Quit smoking
12. Outdoor Activities

- **Benefits:**
  - Physical, Social, Intellectual, Emotional
  - No membership fees
  - Air is cleaner
  - Vitamin D

- Fitness professionals are encouraging
- Outside activities like hiking, canoeing
- Kayaking, and sports as part of exercise activities
11. Worksite Health Promotion

➢ Influences of Worksite Health Promotion:
  ○ Physical, mental, economic, social well-being of workers and health of their families, communities, society

➢ What does this do?
  ○ Organizations recognizing future
  ○ Success with healthy qualified/motivated
  ○ Workforce
## Benefits of Worksite Health Promotion

<table>
<thead>
<tr>
<th>To the organization</th>
<th>To the employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-managed health &amp; safety program</td>
<td>a safe and healthy work environment</td>
</tr>
<tr>
<td>a positive and caring image</td>
<td>enhanced self-esteem</td>
</tr>
<tr>
<td>improved staff morale</td>
<td>reduced stress</td>
</tr>
<tr>
<td>reduced staff turnover</td>
<td>improved morale</td>
</tr>
<tr>
<td>reduced absenteeism</td>
<td>increased job satisfaction</td>
</tr>
<tr>
<td>increased productivity</td>
<td>increased skills for health protection</td>
</tr>
<tr>
<td>reduced health care/insurance costs</td>
<td>improved health</td>
</tr>
<tr>
<td>reduced risk of fines and litigation</td>
<td>improved sense of well-being</td>
</tr>
</tbody>
</table>
10. Group Personal Training

➢ Predicted to be a continuing trend because it is a more economical choice

➢ The discount provides incentive for people to put small groups together.
9. Functional Fitness

- Using strength training to improve balance, coordination, force, power and endurance for daily living
- Continues to be seen in clinical settings
- Moving down on the list
8. Fitness Programs For Older Adults

➢ Growing population
➢ This population is more likely to spend their money and time on an exercise program
➢ Highly recommended that gyms invest in programs for the baby boom generation
7. Yoga

➢ Moved up the list from number 10
➢ Growing number of certifications
➢ Finds ways to reinvent itself year after year to attract more people
6. Exercise and Weight Loss

➢ Exercise program emphasizing caloric restriction
  ○ This combination is essential for weight loss maintenance
➢ Many corporations continue to use this method
➢ Most publicized diet plans incorporate an exercise plan
5. Personal training

➢ Benefits
  ○ Individualized plan
  ○ Motivation
  ○ Proper technique

➢ Certification
  ○ Fairly simple
  ○ NASM website
  ○ $599

*Has been in the top 10 the past 9 years*

What do you think?
Any future personal trainers here?
4. Strength Training

➢ Younger adults
➢ Older adults
  ○ Lighter weight/more reps
  ○ Cardiovascular disease
  ○ Osteoporosis
➢ Increases metabolism

All three types of exercise should be in your wellness plan:

Dropped to #4 from #2 in 2013
3. Educated, certified, and experienced fitness professionals

- Exponential growth of college programs
- Expected growth of fitness trainers by 24% from 2010 to 2020
- More accredited opportunities.

More of us = More healthy people!
2. High-Intensity Interval Training

Short bursts of intense exercise, followed by a short period of rest

➢ One study said...
  ■ HIIT improved aerobic capacity, skeletal muscle oxidative capacity, exercise tolerance, and markers of disease risk in just a few weeks.

➢ Other research says...
  ■ HIIT burns adipose tissue up to 50% more efficiently than low-intensity exercise

➢ However, many claim a high injury rate
## 20 Minute HIIT Workout

- 50 second jumping jacks, 10 seconds rest
- 50 seconds burpees, 10 seconds rest
- 50 seconds pushups, 10 seconds rest
- 50 second side plank, 10 seconds rest
- 50 second (other) side plank, 10 seconds rest
- 50 seconds mountain climbers, 10 seconds rest
- 50 seconds high knees, 10 seconds rest
- 50 seconds stability ball plank jacks, 10 seconds rest
- 50 seconds squat jumps, 10 seconds rest
- 50 seconds jump lunges, 10 seconds rest

*Rest for one minute, repeat a second time*

---

➢ Very convenient for busy bees
   - Minimal to no equipment
   - Quick
1. **Body weight training**

- First appeared on the list in 2013
- Inexpensive, effective, accessible
- Resistance is resistance
  - Whether that’s gravity or barbell against you
- May be limited to your body weight, so mix it up!
  - i.e. push-up variations
- Measuring progression
Conclusions

➢ What trends should wellness corporations invest in?
➢ Do you think any of these top 20 trends turning into fads?
➢ Do you see any fads that may turn into trends?
Sources


Sources
