

Lesson 2: Health and Fitness Trends

Introduction

Fitness development in North America is a multi-billion dollar per year industry. Success in the industry demands that market research be conducted to identify health and fitness trends that will influence practices, products, and services. By analyzing the data collected, stakeholders in the fitness business are able to determine current and future trends and, thereby, more effectively meet the demands of the increasing population interested in exercise and fitness and overall health.

In this lesson students have the opportunity to investigate and analyze current health and fitness trends. They also have the opportunity to predict future trends and suggest ways of addressing them. Key concepts beyond specific fitness development may include active living and sustainable development.



Specific Learning Outcome

12.FM.3 Examine current trends in health and fitness.



Key Understandings

- Health and fitness practices are in constant change and affect quality of life.
 - Trends reflect a general change/development or direction in an area being studied.
 - Trends influence lifestyle opportunities and choices.
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Essential Questions

1. What is a trend?
 2. What is a current health and/or fitness trend?
 3. How are trends used to address issues and interests?
 4. How have the trends in health and fitness changed in the last few years?
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Background Information

Each year, leaders in the area of health and fitness determine general trends in the fitness industry based upon various sources of data. Two important groups that conduct extensive surveys are the American College of Sports Medicine (ACSM) and the American Council on Exercise (ACE).

ACSM's Health and Fitness Trend Predictions

ACSM is the largest sports medicine and exercise science organization in the world. Its members are dedicated to promoting and enhancing physical performance, fitness, health, and quality of life worldwide.

The surveys conducted by ACSM identify trends that can be found in a variety of environments where health and fitness services and programming are provided. This includes commercial gyms, fitness retailers, medical and other clinical environments, and recreation and community program environments. Data is collected from experts around the world. The trends identified in the surveys are based on information provided by highly respected fitness professionals. The ultimate goal of identifying the trends is to determine and implement solutions to them.

Based on the findings from its international surveys, ACSM identified the top 20 health and fitness trend predictions for 2007 and 2008, which are identified on the ACSM website (see References on the following page). “Exercise programs for children to fight childhood and adolescent obesity” was ranked as the number 1 and number 2 worldwide fitness trend in 2007 and 2008 respectively (Thompson, “Worldwide Survey Reveals Fitness Trends for 2008,” 8).

Childhood obesity has become such an important trend that it is a topic of discussion and program development worldwide. Reducing this trend has become a high priority in many parts of the world, including Manitoba. For example, Manitoba has taken steps by increasing the time allocated to physical education/health education and making it a required course in all grades from Kindergarten to Grade 12. In addition, all schools in Manitoba are required to develop their own nutrition policies to promote healthier eating options (Healthy Child Manitoba, *Manitoba School Nutrition Handbook*). These initiatives came about as a result of the recommendations of the Healthy Kids, Healthy Futures All-Party Task Force, reported in 2005 in *Health Kids, Healthy Futures: Task Force Report*.

ACE's Fitness Trend Predictions

The American Council on Exercise (ACE) is a non-profit organization that promotes the benefits of physical activity and protects consumers against unsafe and ineffective fitness products and instruction.

ACE's top 10 fitness trends for 2007 and 2008 are identified on its website.

REFERENCES



For additional information, refer to the following resources:



American College of Sports Medicine. "ACSM Survey Predicts 2008 Fitness Trends." News release. 9 Nov. 2007.

<www.acsm.org/AM/Template.cfm?Section=ACSM_News_Releases&CONTENTID=9207&TEMPLATE=/CM/ContentDisplay.cfm>.

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<www.acsm.org/AM/Template.cfm?Section=Home_Page&template=/CM/ContentDisplay.cfm&ContentID=6183>.

American Council on Exercise. "ACE 2008 Fitness Trend Predictions: ACE-Certified Fitness Professionals Predict Fun Focused Fitness." Press release. 3 Jan. 2008.

<www.acefitness.org/media/media_display.aspx?NewsID=277&DCMP=BAC-GetFit2008Trends>.

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Healthy Child Manitoba. *Manitoba School Nutrition Handbook: Getting Started with Guidelines and Policies*. Winnipeg, MB: Healthy Child Manitoba, 2006. Available on the Manitoba Healthy Schools website at <www.gov.mb.ca/healthyschools/>.

Healthy Kids, Healthy Futures All-Party Task Force. *Healthy Kids, Healthy Futures: Task Force Report*. Winnipeg, MB: Manitoba Healthy Living, June 2005. Available online at

<www.gov.mb.ca/healthykids/>.

Thompson, Walter R. "Worldwide Survey Reveals Fitness Trends for 2007." *ACSM's Health & Fitness Journal* 10.6 (Nov./Dec. 2006): 8–14.

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<www.informz.net/acsm/data/images/worldwidetrends.pdf>.

Van Dusen, Allison. "Top Ways to Stay in Shape." 10 Jan. 2007. *Health*. Forbes.com.

<www.forbes.com/forbeslife/2007/01/09/ways-stay-shape-forbeslife-cx_0110_avd_stayshape2007.html>.

For website updates, please visit Websites to Support the Grades 11 and 12 Curriculum at <www.edu.gov.mb.ca/k12/cur/physhlth/>.



Suggestion for Instruction / Assessment

Trend Predictions and Analysis

Have students

- offer suggestions for what they perceive to be current trends in health and fitness
- rank the identified trends based on how strong they perceive the trends to be
- offer their reasons for selecting the identified trends

Share with students the trends identified by ACSM or ACE. Analyze the accuracy of the student responses compared to trends identified by fitness professionals. Facilitate a discussion on the purpose of trend analysis.
