

# “FITTING” INTO EIM

THE ROLE OF THE FITNESS PROFESSIONAL IN “EXERCISE IS MEDICINE”<sup>®</sup>

PRESENTED BY : MS. LAURIE DICHARA - CPT,CSN, CGFI

MR. JAMES SIMPSON - CPT,CSN, CGFI

# UNDERSTANDING THE PROBLEM

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**THE GENERAL ASSEMBLY OF THE UNITED NATIONS MET TO DISCUSS THE PROBLEM OF NON-COMMUNICABLE DISEASES IN THE WORLD**

**66/2. Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases**

**Non-communicable diseases -- mainly cardiovascular diseases, cancers, chronic respiratory diseases and diabetes – are the biggest cause of death worldwide.**

**More than 36 million die annually from NCDs (63% of global deaths), including 9 million people who die too young before the age of 60.**

**More than 90% of these premature deaths from NCDs occur in developing countries, and could have largely been prevented.**

**Recognized that the most prominent non-communicable diseases are linked to common risk factors, namely tobacco use, harmful use of alcohol, an unhealthy diet and lack of physical activity;**

# THE VISION OF EXERCISE IS MEDICINE ®

**“To make physical activity and exercise a standard part of a global disease prevention and treatment medical paradigm”**



[www.ExerciselsMedicine.org](http://www.ExerciselsMedicine.org)



# MAKING EXERCISE = MEDICINE

- HEALTH PROVIDERS CONSIDER PHYSICAL ACTIVITY A VITAL SIGN
- COUNSEL PATIENTS ON THE BENEFITS OF PHYSICAL ACTIVITY
- PRESCRIBE FITNESS PROGRAMMING AS AN EFFECTIVE TREATMENT
- REFER PATIENTS TO FITNESS PROFESSIONALS FOR PROGRAMMING



# **“VITAL” ACTIVITY**

**The Exercise Is Medicine® Providers’ Action Guide sets forth a three-step process as a guideline for health care providers.**

**(1) ASCERTAIN THE PATIENT’S CURRENT ACTIVITY LEVEL**

**(2) DETERMINE THE PATIENT’S PHYSICAL ABILITY FOR ACTIVITY**

**(3) PRESCRIBE / REFER FITNESS PROGRAMMING TO THE PATIENT**

Available at [www.ExerciseIsMedicine.org](http://www.ExerciseIsMedicine.org)

# RE-DEVELOPING THE MEDICAL PARADIGM

- ✓ **DISCUSSING THE PHYSIOLOGICAL CAUSE OF THE ILLNESS**
- ✓ **INITIATING THE HEALTHY LIFESTYLE DISCUSSION**
- ✓ **PROVIDE INFORMATION ON THE BENEFITS OF FITNESS**
- ✓ **DEVELOP A MULTI-FORMATTED HEALTH PROGRAM**



## PRESCRIBING RX-ERCISE

**“[w]hile the benefits of physical exercise are well known to physicians, physicians do not always have the necessary training to counsel their patients on how to incorporate physical exercise into their daily routines.”**

Dr. Edward Narh, Medical Director of the Narh-Bita Hospital

## **PROVIDING A LINK FOR RX-ERCISE**

**On January 10, 2012, Narh-Bita College's newly-established School of Exercise Medicine, Sports and Wellness conducted an intensive seminar attended by approximately fifty medical doctors, pharmacists and senior nurses.**

**“to equip physicians with the knowledge they need to prescribe exercise to patients ‘in a manner similar to prescribing medication.’”**

- Professor Reginald Ocansey, Director of the Narh-Bita Exercise Medicine Center -



# HURDLES TO ADVANCEMENT

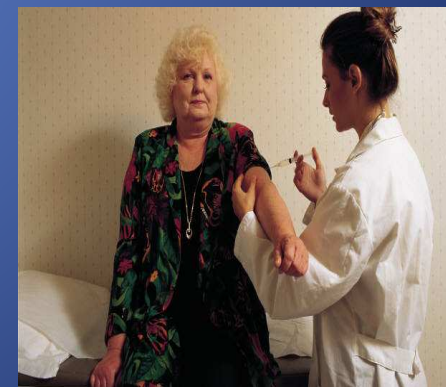
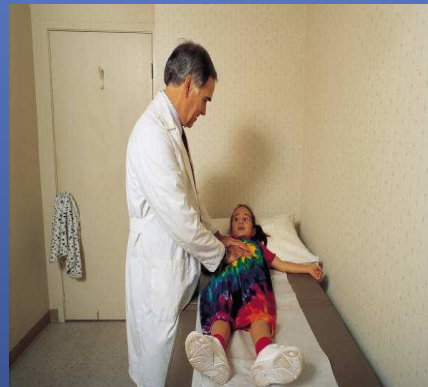
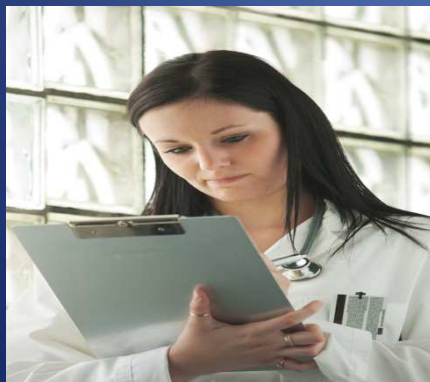
## ➤ TIME CONSTRAINTS OF THE MEDICAL / HEALTH PROFESSIONAL

a) MEDICAL PROFESSIONALS SEE AN AVERAGE OF 20-50 CLIENTS A DAY

b) THEIR AVERAGE INTERACTION IS 10 -15 MINUTES OF ONE-ON-ONE CONVERSATION TIME WITH THEIR PATIENT

c) THE MEDICAL PROFESSIONAL'S DIRECT INTERACTION BECOMES LIMITED DUE TO THE WORK LOAD AND TIME CONSTRAINTS

d) FOCUS IS QUICK, ACCURATE DIAGNOSIS WITH MORE IMMEDIATE TREATMENT MODALITIES



# HURDLES TO ADVANCEMENT

## ➤ ABILITY TO PROPERLY ANALYZE AND INSTRUCT PROGRAMMING

- a) **MEDICAL PROFESSIONALS PRESENTLY ARE NOT TRAINED IN FITNESS TESTING PROTOCOL**
- b) **THEIR KNOWLEDGE, SKILLS AND ABILITIES (KSA'S) ARE NOT DIRECTED IN EXERCISE / FITNESS TRAINING**
- c) **FITNESS MODALITIES ENCOMPASS MULTIPLE CATAGORIES OF TREATMENT**
- d) **TIME CONSTRAINTS REDUCE THEIR ABILITY TO PROPERLY INSTRUCT FITNESS TREATMENT MODALITIES**



# HURDLES TO ADVANCEMENT

- **ABILITY TO MOTIVATE CLIENTS AND ADDRESS FITNESS BARRIERS**
  - a) **MEDICAL PROFESSIONALS HAVE THE ABILITY TO INITIATE A CLIENT'S FITNESS PROGRAM , BUT CANNOT ADAQUATELY MONITOR IT**
  - b) **DUE TO LIMITED INTERACTION TIME, MEDICAL PROFESSIONS ABILITY TO MOTIVATE CLIENTS ON A DAILY BASIS IS GREATLY RESTRICTED**
  - c) **MEDICAL PROFESSIONALS CANNOT MONITOR THE CLIENT'S BEHAVIOR PATTERNS TO DETERMINE PROPER PROGRAM ADHERENCE**
  - d) **THEY ARE UNABLE TO RECOGNIZE AND ADDRESS CLIENT BARRIERS TO ENHANCE THE CLIENT'S FITNESS PROGRAM**



# **IMPORTANCE OF QUALIFIED TRAINERS**

- **Understand the “fitness goals” for your patient or can help them determine those goals**
- **Help your patient safely start and maintain an effective exercise program**
- **Great source of motivation, encouragement and fitness information**
- **Assist your patient in fitting exercise into their schedule and help them address other barriers to exercise they face.**
- **Facilitate your patient’s ability to achieve their health and fitness goals.**

**SO WHAT MAKES A  
PERSONAL TRAINER...**



**A QUALIFIED FITNESS  
PROFESSIONAL ...**

# **DEVELOPING THE FITNESS PARADIGM**

**As businesses and insurance organizations continue to recognize the benefits of health and fitness programs for their employees, incentives to join gyms or other fitness facilities will increase the need for workers in these areas.**

**Employment of fitness trainers and instructors is expected to grow by 24 percent from 2010 to 2020, faster than the average for all occupations.**

**HOW WILL WE KNOW OUR CLIENTS ARE GETTING QUALIFIED INDIVIDUAL FITNESS INSTRUCTION ?**

<http://www.bls.gov/ooh/Personal-Care-and-Service/Fitness-trainers-and-instructors>

<b>QUALIFICATIONS</b>	<b>PERSONAL TRAINER</b>	<b>FITNESS PROFESSIONAL</b>
NATIONALLY CERTIFIED	???	YES
SCHOLASTIC TRAINING	???	YES
FITNESS COMPONENTS	???	YES
FIRST AID / CPR	???	YES
CLIENT RISK ASSESSMENT	NO	YES
CLIENT STRATIFICATION	NO	YES
FITNESS ASSESSMENT	NO	YES
EXERCISE PRESCRIPTION	NO	YES
MULTIPLE FITNESS FORMATS	NO	YES
CLIENT MOTIVATIONAL TRAINING	NO	YES

<http://www.bls.gov/ooh/Personal-Care-and-Service/Fitness-trainers-and-instructors>

<http://certification.acsm.org/acsm-certified-health-fitness-specialist>

# **DEVELOPING THE FITNESS PARADIGM**

**Kwame Nkrumah University of Science and Technology, has in the past 6 years introduced 3 groups of fitness professionals who have a thorough knowledge in exercise science.**

**Nahr-Bita's College of Exercise Medicine, Sports and Wellness has begun to develop the newest level of fitness professionals**

**The Exercise Is Medicine® initiative recently launched the Exercise Is Medicine® Credential program, designed as the foundation for the Exercise is Medicine Qualified Referral Database of fitness professionals and facilities that are familiar with the Exercise Is Medicine® model.**



# DEVELOPING THE FITNESS PARADIGM

Level	Patient Population	Credential Requirements
1	Individuals at low or moderate risk who have been cleared for independent exercise	<ul style="list-style-type: none"><li>• NCCA accredited fitness professional certification</li><li>• Successful completion of the EIM credential training course and examination</li></ul>
2	Individuals at low, moderate, or high risk who have been cleared for independent exercise	<ul style="list-style-type: none"><li>• Exercise science-based bachelor's degree</li><li>• NCCA accredited fitness professional certification</li><li>• Successful completion of the EIM training course and examination</li></ul>
3	Individuals at low, moderate, or high risk including those requiring clinical monitoring	<ul style="list-style-type: none"><li>• Exercise science-based master's degree OR exercise science-based bachelor's degree plus 4,000 hours of experience in a clinical exercise setting</li><li>• NCCA accredited clinical exercise certification</li><li>• Successful completion of the EIM credential course and examination</li></ul>

# **DEVELOPING THE FITNESS PARADIGM**

## **ACSM/NSPAPPH**

(National Society of Physical Activity Practitioners in Public Health)

### **Physical Activity in Public Health Specialist**

**Conducts needs assessments, plans, develops and coordinates physical activity interventions provided at local, state and federal levels.**

**Provide leadership, develop partnerships and advise local, state and federal health departments on all physical activity-related initiatives.**

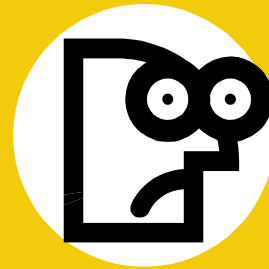
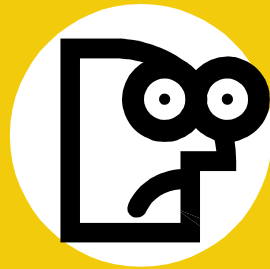
**Remain consistent, based on best available evidence and coordinated with other physical activity programs, in order to optimize effectiveness and public health benefit.**

**Requires Bachelor's degree in a health-related field from a regionally accredited college or university OR Bachelor's degree in any subject with 1,200 hours of experience in settings promoting physical activity, healthy lifestyle management or other health promotion. Current Adult CPR (with practical skills component) and AED**

# DETERMINING YOUR REFFERAL SYSTEM

- ✓ REVIEW YOUR FITNESS PROFESSIONAL'S QUALIFICATIONS
- ✓ DISCUSS YOUR EXPECTATIONS AND WORKING RELATIONSHIP
- ✓ FORMULATE A PROGRAM OF MEDICAL / FITNESS INTEGRATION
- ✓ DETERMINE YOUR METHODS OF CLIENT / PATIENT REVIEW
- ✓ ACCLIMATE YOUR PATIENTS TO FITNESS INFORMATION





**It's QUESTION TIME!!**