

Certification for Exercise Instruction - Need or Nicety?

Exercise instruction has expanded by leaps and bounds over the last decade. There are always “new” fitness programs appearing on the horizon. The popularity of exercise instruction, and particularly the revolving door of the ‘new most’ popular, provides challenges for both ‘program deliverers’ and ‘consumers’ of such programs.

The variety of activities available adds to the confusion. Consumers try to determine what activity is best for them, while programmers attempt to match demand and programs. A quick scan reveals a multitude of exercise activities including, but not exclusively: aerobic group; aqua fitness; cardio spin; circuit and cross training; exercise boot camps; fitness ball; kick boxing; pilates; step classes; stretching classes; a range of yoga; including hot yoga; and zumba dance.

On PEI there are no industry standards or quality controls as there are in other professions. Exercise programs may be conducted by a knowledgeable person or simply by someone who has an interest in the activity. There is no requirement for individuals offering programs to be certified unless a facility or community requires it. The other wrinkle is that certification in one activity does not certify an individual for other areas.

While the lack of requirement for certification may appear to be fine, it does have implications for instructors, facilities and groups offering programs. Most people who come to exercise programs arrive with less than adequate fitness levels and they also possess different levels of strength, flexibility and cardio endurance. Without proper individual fitness assessment followed by an appropriate exercise prescription and progression, the chance of injury increases.

Without the adequate knowledge base received through certification, instructors may not recognize the capacities of individuals. This increases the potential for an unsatisfactory experience, or worse still injury. Uncertified instructors also carry risk management implications for the instructors and sponsors of the programs.

The more serious concern for everyone should be liability. The instructor, facility, and organization offering the program all have increased liability if they do not manage their risks by ensuring staff have adequate certification and the accompanying professional liability insurance.

Across Canada there are multiple certifications available. All of these are not equal, some only require reading and writing an exam, while

others require acquiring knowledge as well as supervised hands on practical application. However all are focussed on increasing the knowledge of instructors and thus improving the delivery of instruction.

The Canadian Society for Exercise Physiology (CSEP), a certification group in Canada, includes courses in:

- Fitness Theory (FT)
- Group Fitness Leadership (GFL)
- Resistance Training Leadership (RTL)
- Aquafitness Leadership (AFL)
- Older Adult Fitness Leadership (OAFLE)
- Personal Fitness Trainer (PFT)
- CSEP Certified Personal Trainer (CSEP-CPT)
- Yoga Fitness Leadership (YGFLE)
- CSEP Certified Exercise Physiologist (CSEP-CEP)

For individuals on PEI interested in certification, these courses are offered through Fitness New Brunswick (www.fitnessnb.ca).

The challenge is two fold: consumers have to become wise consumers: ask about their instructors qualifications while employers and facility owners have to become more concerned about the certification and liability insurance held by the people they hire to deliver programs.

Theme of this issue:

Certification - Leadership - Professional Development

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Hold the date!

Recreation PEI “Perfect Storm” Winter Workshop

9 am to 1pm Wednesday, February 15, (storm date February 16), Rodd Charlottetown Hotel

The “Perfect Storm” workshop will explore the many vibrant elements of service delivery that combine to create a vital healthy community. Sessions will include: Event Execution/Sport Tourism, Customer Service, Revenue Generation; Social Media; Community Engagement; Children in Nature, Art in Public Places, etc.. There will be three concurrent sessions to choose from. A round table for arena operators, and a round table for programmers will also be included, to give delegates an opportunity to discuss current issues and share solutions to problems with colleagues. The event will close with a luncheon keynote by owners of the “Summerside Storm Basketball team”!



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Leading with Creative Intention

Karen Driedger of Fourward Thinking www.fourward.ca

Presentation from the 2011 Alberta Recreation and Parks Association Annual Conference and Energize Workshop.

As professionals we know the benefits and implications of our contributions. As leaders we have the opportunity to be strategic catalysts that challenge, change and optimize advocacy and action. Collectively we are empowered and our nature provides a safe place for others to rise up like acorns cracking open in the heat of a roaring forest fire, we celebrate growth and success, and we continually evolve. Globally we are moving into a world that requires heightened awareness, complexity of thought and creativity in leadership. Focus on resourceful, imaginative leadership that sets us apart, a revolution is underway, and we are leading it!

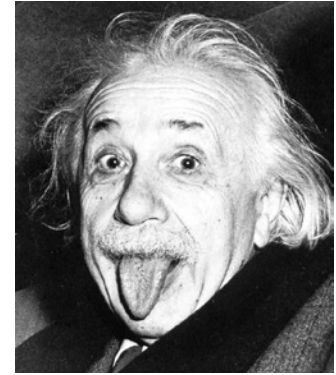
A recent IBM study of global CEO's discussed how we can capitalize on complexity. Three areas were identified as crucial: to embody creative leadership; reinvent customer relationships; and build operating dexterity. Concentrating on how recreation professionals can

embody creative leadership to prepare for the future, consider these four critical questions:

1. How will you develop the critical capabilities to enhance creativity among your leadership team?
2. In what ways can you explore, reward and globally integrate diverse and unconventional points of view?
3. What is your approach to challenge every element of your business model to get the most from currently untapped opportunities?
4. How will you leverage new communication styles, technologies and tool, both to lead a new generation of talent and encourage breakthrough thinking?

Intentional focus on building creative leadership requires holistic preparation: individually the body, mind and soul, organizationally the leadership, systems,

business models and relationships. It is the integration of intention, creativity and leadership which opens new possibilities for shared vision, collaboration and celebration. Prepare and lead with creative intention!



"Out of clutter, find simplicity."

"From discord, find harmony."

"In the middle of difficulty lies opportunity."

-Einstein



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We are pleased to support the
Recreation PEI



For additional information, visit our website at www.dmaconsulting.com

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Concussion

The question of concussions has received a great deal of attention, due in main to the Sidney Crosby situation. However the risk of concussions are there in everyday play, recreation and sport. Think First-Sport Smart offers a number of good resources to help young athletes, coaches, and parents.

- Check out sports and rec safety tip sheets at www.thinkfirst.ca/safetyinfo for schools, community centres, and arenas.
- Encourage the young athletes to check out the free Sport Smart programs available online at www.thinkfirst.ca/programs.
- Familiarize yourself with the signs and symptoms of concussion and return-to-play guidelines by visiting www.thinkfirst.ca/safetyinfo.

Congratulations on the Grand Opening of the New Evangeline Rec Centre

The official opening of the new Evangeline arena is on Saturday, December 10 at 2:00 pm. It's a beautiful building and the Community of Evangeline invites everyone to come and bring their skates for an afternoon of fun and good food. The community has done an amazing job in raising the funds to replace this hub of their community after the rink was lost in a fire; so this is a real celebration of community building and partnerships on PEI.

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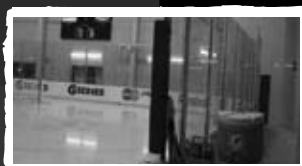
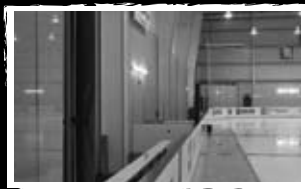
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*test results based on a 9.5 mph head impact performed with a non-helmeted 50th percentile male anthropomorphic test device

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National Recreation Summit Synopsis

Lake Louise, Alberta October 26, 2011

Passion, knowledge and experience came together at Lake Louise as invited leaders from across Canada explored the challenges and opportunities facing the recreation field. During the two days, participants explored four key themes:

- Confronting Canada's public health crisis
- Respecting nature and our environment
- Building community
- Contributing to public sector and social innovation

In the final keynote, Dr. John Crompton urged a repositioning of recreation, in part through concerted bridge building to health and other allied fields so that respected voices beyond ours promote the key role recreation plays in addressing major issues of the day in our communities.

The following excerpt from a keynote address offers a glimpse of the dynamic thought underlying participant conversations. Christian Bason, head of MindLab, a cross-ministerial citizen-centred innovation unit, Denmark:

- Innovation requires leadership. It's about being willing to accept the consequences of new insight and have the courage to say if we don't do something like this, we're dead.
- I believe very strongly that to innovate we have to co-create solutions with citizens, not for them. We have to think about getting people in the centre of how we innovate and what we do.
- I believe government spends about 80% of its thought capacity looking to the past and only 20% building scenarios and forecasts and visions. The last 20 years have been dominated by evaluation, not foresight and innovation.

- If you start doing things differently, the culture will follow and leadership will be demanded. Maybe we shouldn't talk so much and instead be doing.

For more information on the National Recreation Summit, including numerous commissioned papers, go to www.lin.ca.



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Quick Updates on Recreation PEI Programs

For more information on all the programs below experience www.recreationpei.ca

Go!PEI: WinterActive Challenge is coming soon! Each year go! PEI offers different challenges to get Islanders thinking about and participating in physical activity and healthy eating challenges. The WinterActive Challenge which will run from mid January to mid March. There will be activities for families, workplaces, students and whatever other groups you can get together. Stay tuned to the go!PEI website for ideas on getting outside and having lots of fun this winter. www.gopei.ca

Jumpstart: Funding for Registration and equipment of up to \$250 per year, for children and youth ages 4 to 18 years. Eligible recreation activities include: dance, swim and bowling passes, gym and walking track memberships, fitness classes, pilates, Zumba, yoga, Girl Guides and Scouts. For more information and to fill in an application on line go to www.recreationpei.ca

HIGH FIVE® PEI: A Quality Assurance Framework designed to support the safety, well-being and healthy development of children aged 6 to 12 in recreation and sport programs. Training is available to recreation and sport practitioners to develop a high level of knowledge and expertise in child development. The next training session is on January 20 from 9 am to 4 pm. Registration \$45.00. Check out www.recreationpei.ca for more details.

SOGO Active: \$500 grants are available for teens (13 to 19 years) to create a physical activity Challenge in your community. Use the grants for equipment, space rental, instructor, transportation and /or healthy snacks. Apply to be a Community Host, then create a Challenge and get teens to join your challenge on line at www.sogoactive.com

Tobacco Free Recreation Facilities Program: Call Project Manager Frank Morrison (902-672-2567) for a presentation on how to adopt tobacco Free Policy in your community; you'll receive free outdoor signs, and door decals. Check out www.recreationpei.ca for more details.

Playground Inspections Program: Available at no charge to small communities and day cares. The inspection with full written report including photos, will outline the steps recommended to make the playground C.S.A. approved. Check out www.recreationpei.ca for more details.

Children in Nature Program. Currently being piloted in Charlottetown with existing after school programs. The program is designed for children age 5-12. There are a series of lesson plans to use in every season, based on a variety of habitats. Community groups can access this free resource at the website. www.childreninnaturepei.ca For more information call Project Coordinator Melissa Lead at 902-892-3837

School Travel Planning: Several schools in Summerside are piloting the School Travel Planning project, to incorporate more physically activity into their students school day, by using active transportation to travel to and from school. For more information on this program call Program Coordinator Peggy Miles 902-432-9668. Check out www.recreationpei.ca for more details.



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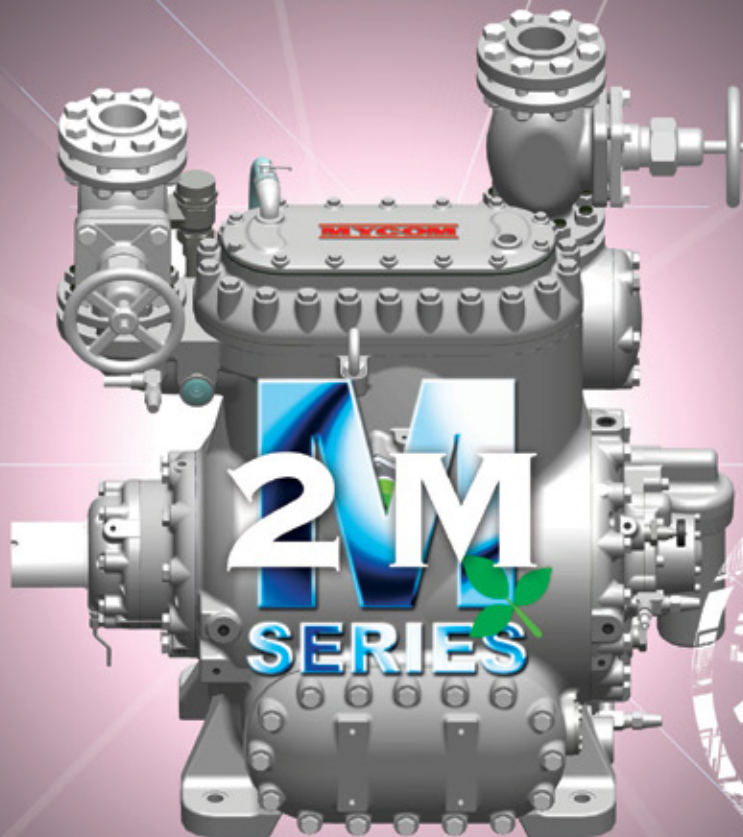


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