



# Healthy lifestyle promotion

*a new role for the fitness and  
physical activity industry*

EuropeActive Webinar  
11<sup>th</sup> June 2020, 13:00 CEST



# Introduction

**Julian Berriman, EuropeActive**

**John van Heel, New Health Project (NL)**

**Colin Huffen, CIMSPA (UK)**

**Alfonso Jimenez, GOfit LAB (ES)**



# John van Heel

New Health Project, The Netherlands

# New Health 2022

John van Heel  
New Health Foundation

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[j.vanheel@new-health.eu](mailto:j.vanheel@new-health.eu)

# Not 1 but 4 pandemics

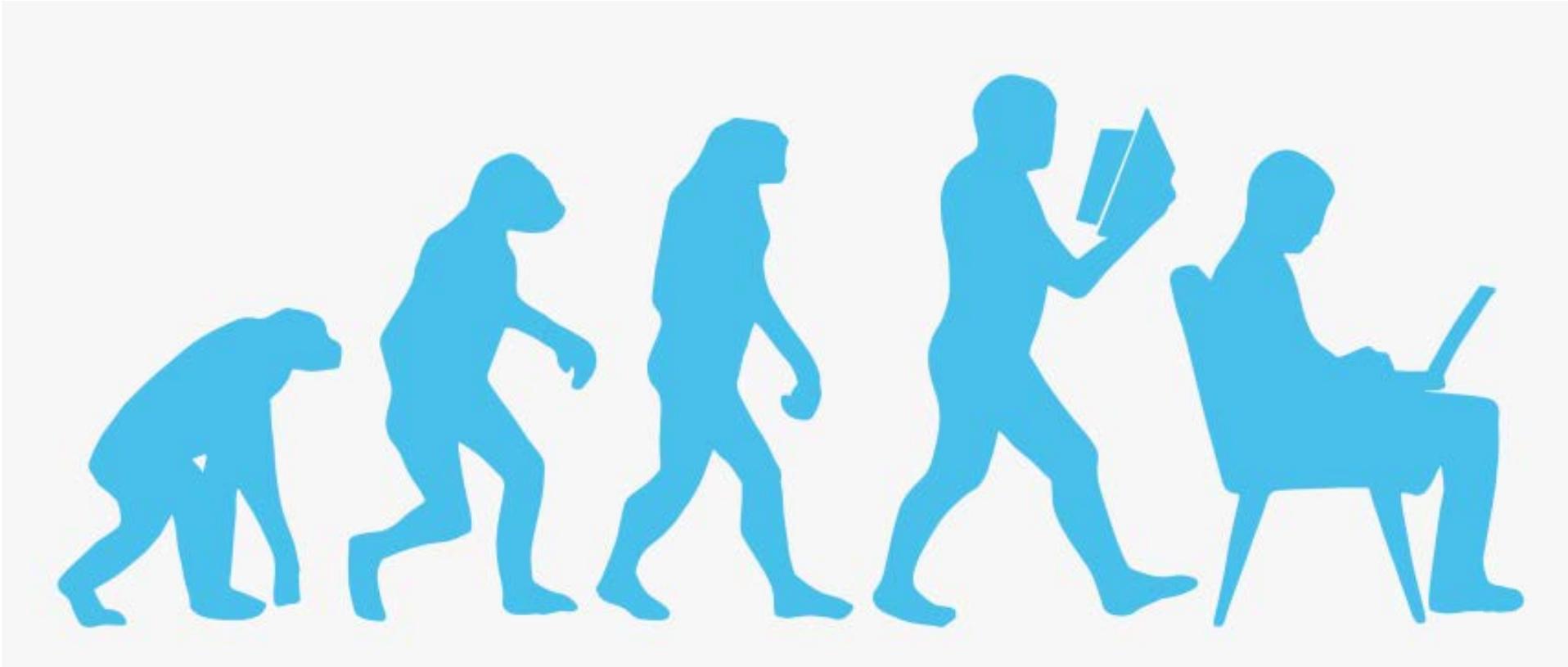
1. COVID-19
2. Overweight/obesity
3. Diabetic
4. Inactivity



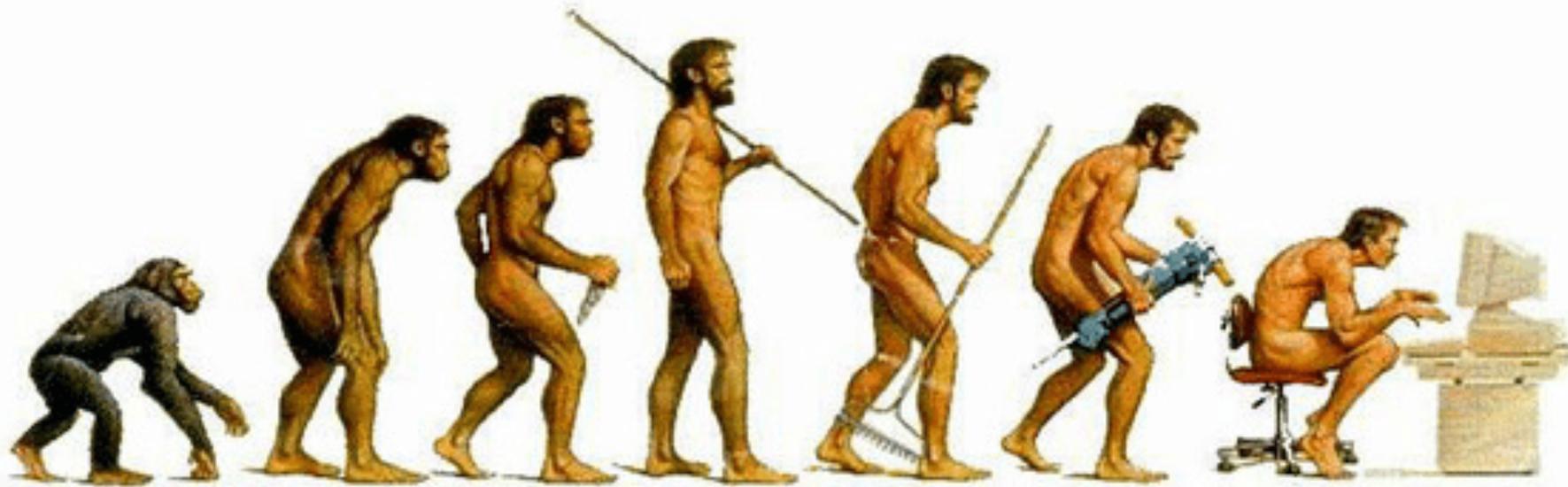
Can we work on

# one prevention strategy?

# We know how difficult behavior change is!



During our 6 million years of evolution as primates, we conditioned our self the last 70 years into an unhealthy eating, stressful and sedentary species.



# The result!

The change of our lifestyle had big impact on our weight and health;

1800 - 3,6%

1950 - 10%

1990 - 35%

2000 - 44%

2010 - 48%

2019 - 50%

2040 - 62%

2060 - 75%-85%

In the WHO/European Region



**over 50%**  
of people are  
**overweight** or **obese**



**over 20%**  
of people are  
**obese**

[www.euro.who.int/obesity](http://www.euro.who.int/obesity)

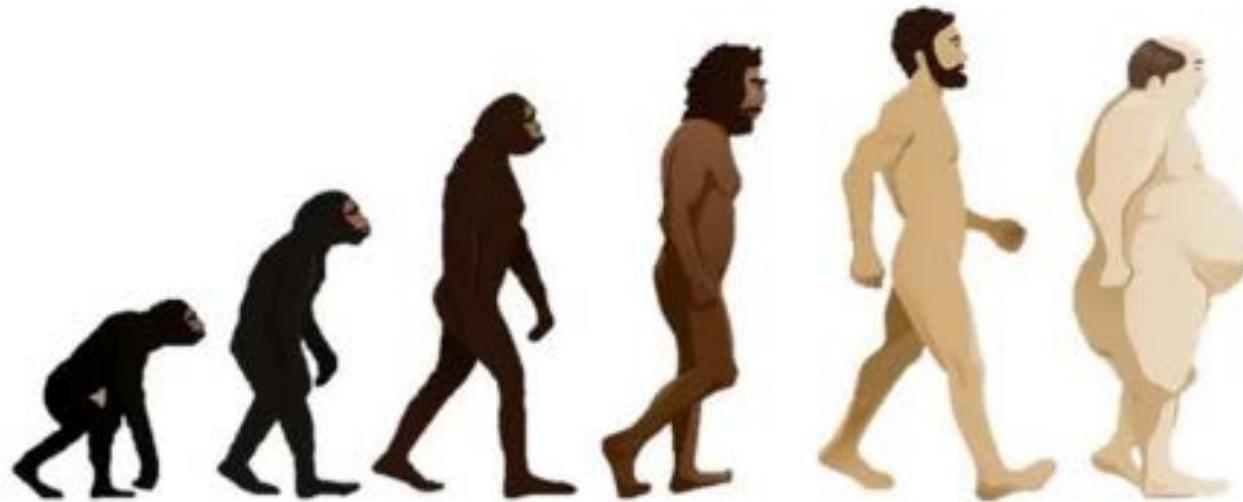
© WHO 07/2013

Obviously, we didn't learn to live healthy and we (can't) don't teach our children enough about lifestyle and prevention.



We, as Homo Sapiens, and our forefathers, lived for 5.999.930 years with a healthy fat percentage and mest-it-up the last 70 years.

## OBESITY, A COLATERAL DAMAGE OF EVOLUTION?



# Time for sustainable change



# The science of healthy living is clear now!



World Health Organization  
SEVENTY-FIRST WORLD HEALTH ASSEMBLY  
Provisional agenda item 12.2

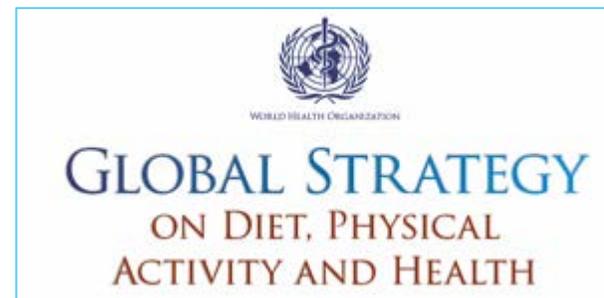
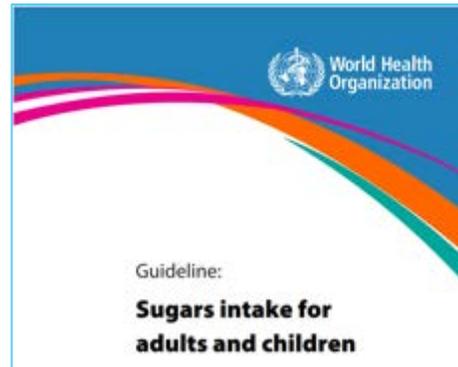
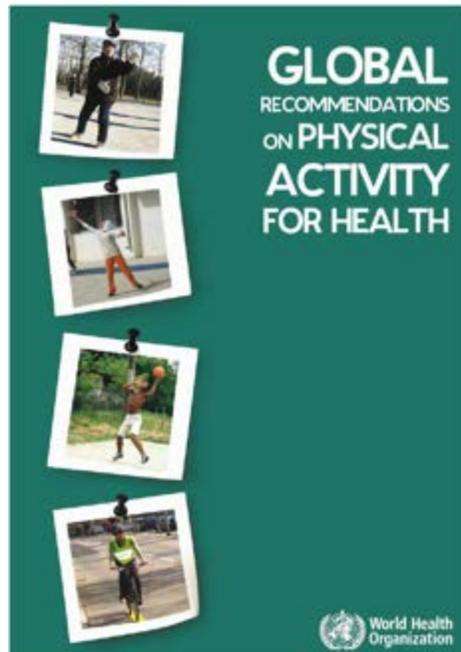
A71/18  
22 March 2018

## Physical activity for health

More active people for a healthier world: draft global action plan  
on physical activity 2018–2030

World Health Organization  
Health Topics Countries Newsroom Emergencies  
Home / Newsroom / Fact sheets / Detail / Healthy diet  
**Healthy diet**  
23 October 2018  
**Key facts**

- A healthy diet helps to protect against malnutrition in all its forms, as well as noncommunicable diseases (NCDs), including such as diabetes, heart disease, stroke and cancer.
- Unhealthy diet and lack of physical activity are leading global risks to health.



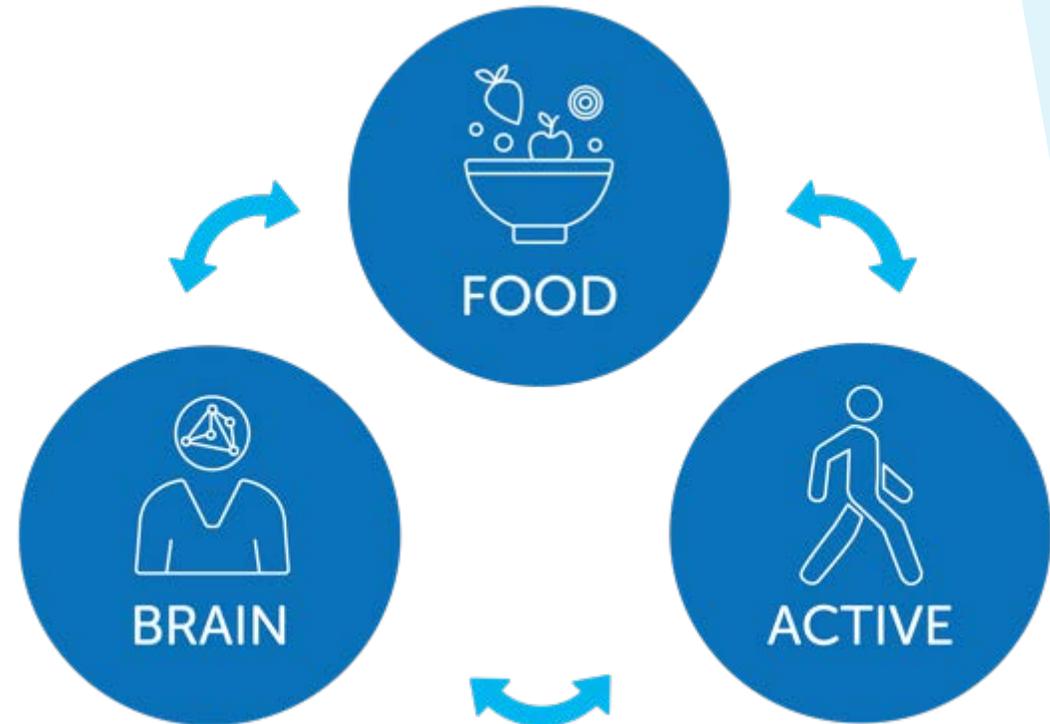
# The science of healthy living is clear now!



Combined lifestyle intervention in the Netherlands shows that knowledge of

1. exercise as medicine,
2. food as medicine,
3. combined with mindset and behavior change knowledge,

results in a sustainable healthier life and healthier weight.



# Lifestylemedicine research

Recent research of lifestylemedicine (leefstijlgeneeskunde) and publications off the Healthcouncil shows, that we can decrease the risk of disease significantly with:

- more active living
- eating healthier and
- better coping of stress.

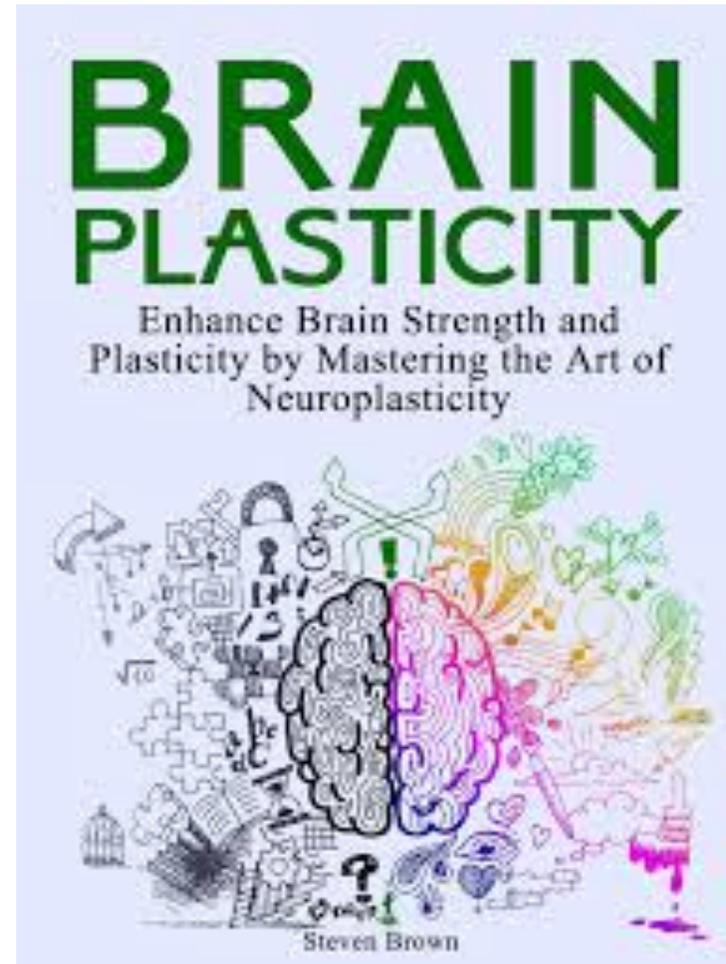


## Research of among others;

- Daniel Amen
- Lara Boyd
- Carol Dweck
- Joe Dispenza

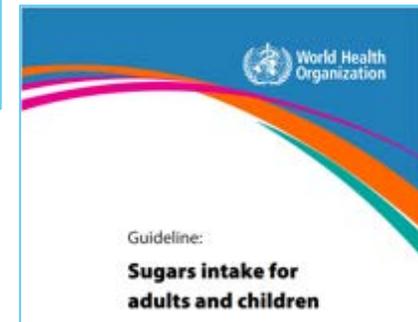
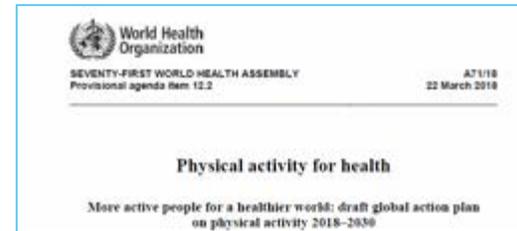
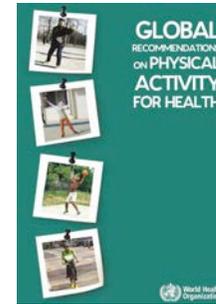
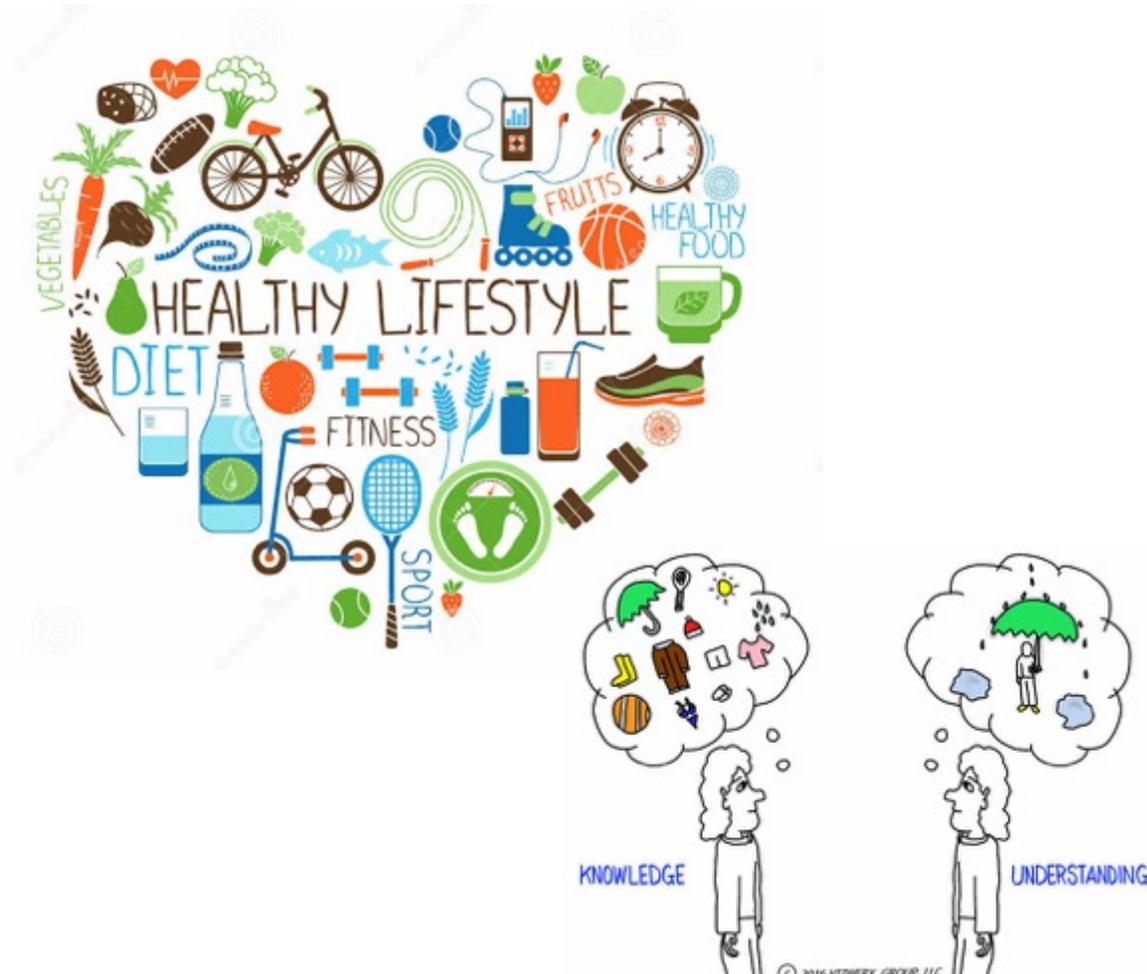
show that knowledge of the functioning of the brain, mindset, neuroplasticity

results in significantly increase of intrinsic motivation.



# Challenge 1 for a better health

## 1. Knowledge/understanding healthy living recipe



# Challenge 2 for a better health:

## 2. Motivation to keep a healthy lifestyle

We did not learn about

Health mindset

and

Neuroplasticity

(lack of mind/brain literacy)



# Challenge 3 for a better health:

We live in an obesogenic environment

## Obesogenic Environmental Impact



**Evolutionary  
Adaptation**



**Rapid environmental  
change**



**Rapidly adopted  
behaviour change**

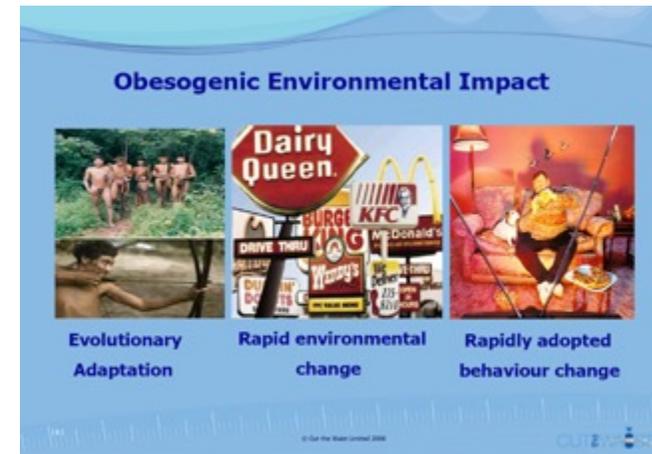
# 4 pandemics, one solution!



1. Health literacy

3. Supportive environment

2. Brain literacy



# 1 and 2: health & brain literacy

## New Health 2022

(Small documentaries and video e-learning)

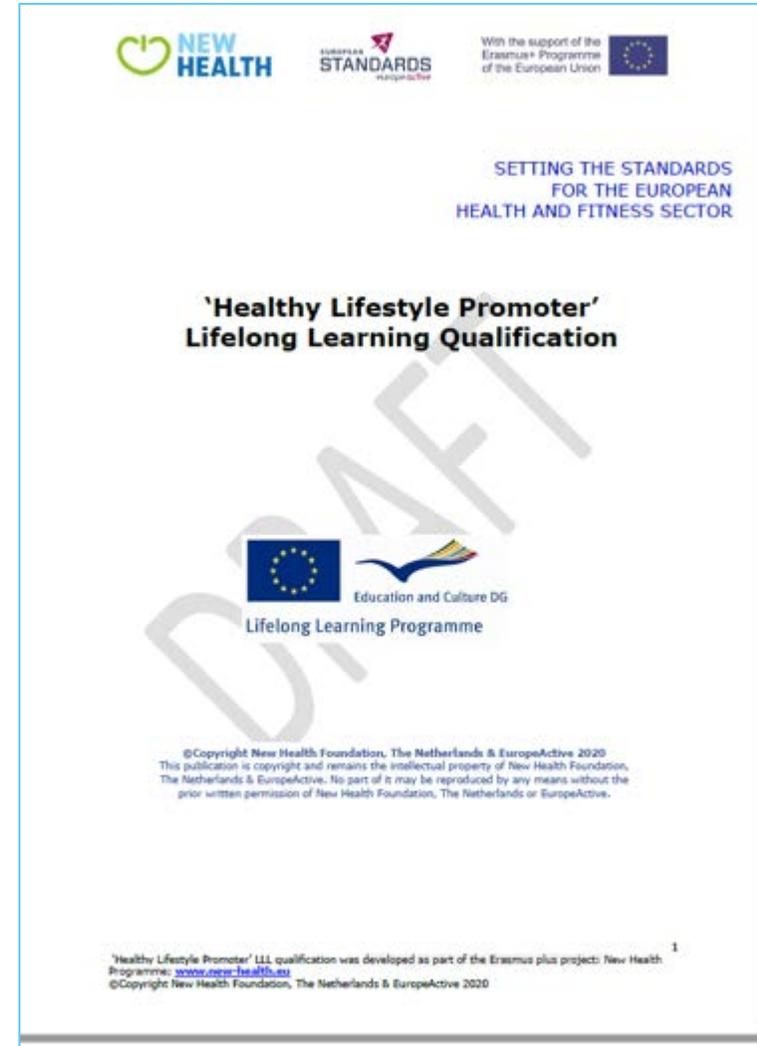
1. Exercise as medicine
2. Food as medicine
3. Our brain as medicine:  
Health mindset
4. Positive health



In 6 languages!

# 3. Supportive environment New Health 2022

1. Connect and educate (Fitness) professionals to become **Healthy Lifestyle Promotor (EQF level 2)**
2. Providing professionals with the free exercise, food and brain e-learning
3. Providing the professional with a supportive toolbox



# The New Health 2022 program:

1. E-learning, becoming Healthy Lifestyle promotor
2. New Health app  
Incl New Health scan
3. Knowledge center Lifestyle medicine for professionals
4. New Health You tube channel
5. Guideline and tools for professionals

Open and free for all!



# Expand the EU network of professionals from the Fitness industry to other sectors to create a supportive environment:

1. Healthcare
2. Pedagogical workers
3. Education
4. Company's
5. Volunteers
6. Health insurers



# Targeting:

1. Directly to consumers
2. Volunteer networks
3. Via an EU network of Fitness professionals

## Community OUTREACH



# Fitness trainers and personal trainers as **healthy lifestyle** **PROMOTOR**



HEALTHY LIFESTYLE



# The fitness industry as **healthy lifestyle** and **prevention industry!**



HEALTHY LIFESTYLE



Together with other sectors  
creating an EU

**healthy lifestyle  
and prevention  
environment!**



Possible next development...

**Program for youth**

**Healthy aging program**

**Healthy lifestyle advisor**

**Healthy lifestyle coach**



# Let's join forces!





# Colin Huffen

CIMSPA, United Kingdom



# CIMSPA – Europe Active.

Developing the Health Navigator Professional Standard.

June 2020.

Colin Huffen. MCIMSPA. Head of Education, Regulation and Standards.



## Who are CIMSPA?

The Health Navigator professional standard.

- How and why was it developed and who was involved.
- What a Health Navigator can and can't do (scope of practice).
- Health Navigators core knowledge and skills.



**CIMSPA**

Standards  
Professionalism  
Advocacy

# Our vision...

*Shaping a **recognised** and **respected** sport and physical activity sector that **everyone** wants to be part of.*

# UK REPS now CIMSPA

REPS established in 2002 owned and run by Skills Active.

Sold to UK Coaching in 2014.

UK coaching and CIMSPA agree to work together in 2018.

Partnership announced Feb 2020.

UK REPS members to transfer into

CIMSPA on renewal from 1<sup>st</sup> June

Training providers also to transfer on renewal.

All transfer is voluntary.

CIMSPA and UK Coaching reach agreement to create a single directory for exercise and fitness professionals





# UK Standards and education

TIME	DATE	BODY	GENERATION	AGE	SEX
FUNCTIONAL FITNESS	9 - 11 AM	GROUP 1	GROUP 1	GROUP 1	GROUP 1
FUNCTIONAL FITNESS	12 - 2 PM	GROUP 2	GROUP 2	GROUP 2	GROUP 2
FUNCTIONAL FITNESS	3 - 5 PM	GROUP 3	GROUP 3	GROUP 3	GROUP 3
FUNCTIONAL FITNESS	6 - 8 PM	GROUP 4	GROUP 4	GROUP 4	GROUP 4
FUNCTIONAL FITNESS	9 - 11 AM	GROUP 5	GROUP 5	GROUP 5	GROUP 5
FUNCTIONAL FITNESS	12 - 2 PM	GROUP 6	GROUP 6	GROUP 6	GROUP 6
FUNCTIONAL FITNESS	3 - 5 PM	GROUP 7	GROUP 7	GROUP 7	GROUP 7
FUNCTIONAL FITNESS	6 - 8 PM	GROUP 8	GROUP 8	GROUP 8	GROUP 8

**FUNCTIONAL FITNESS**

COURTESY ANDREW OF BECKER  
10-11-18-19-20-21-22-23-24-25-26-27

**MONTHLY MEMBERSHIP NOW ON!**

- 1. 10 BENCH
- 2. 10 SQUAT
- 3. 10 DEADLIFT
- 4. 10 OVERHEAD PRESS
- 5. 10 FRONT SQUAT
- 6. 10 TRICEPS PRESS
- 7. 10 SHOULDER PRESS
- 8. 10 BICEPS CURL
- 9. 10 CORE WORK
- 10. 10 CARDIO

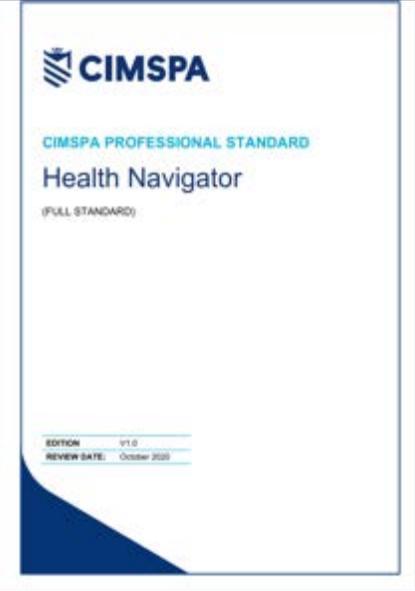
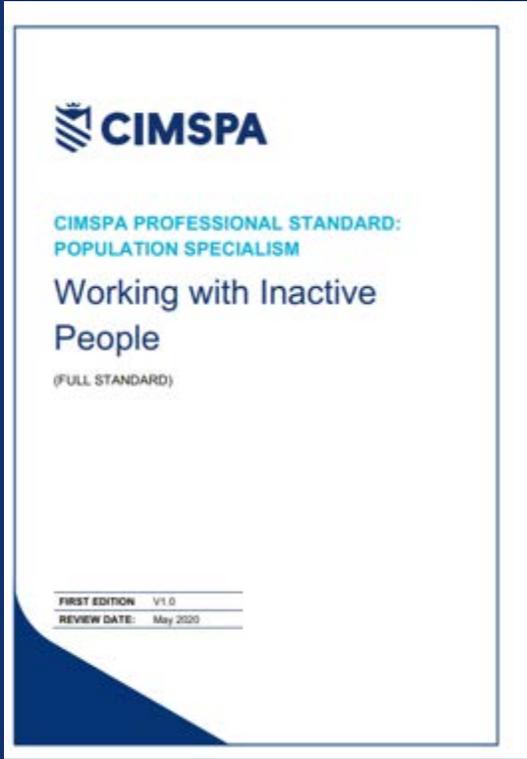
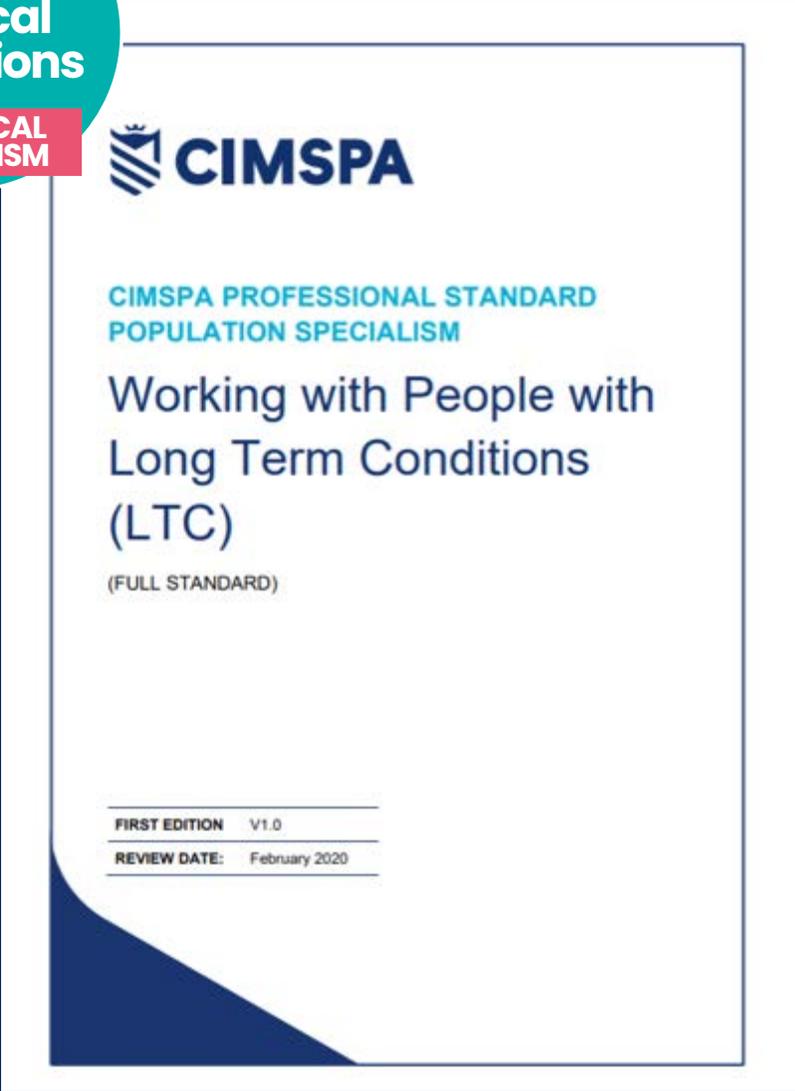
... (rest of the board content is partially obscured)

35 professional standards and specialisms developed and approved.

1200 endorsements against professional standards.

Long Term  
Medical  
Conditions

TECHNICAL  
SPECIALISM



# Health Navigators

- The number of people with three or more long term conditions rose from 1.9 million in 2008 to 2.9 million in 2018.
- Over the next 20 years, diseases attributed to obesity are predicted to add an excess of 544,000 - 668,000 cases of diabetes.
- The Kings Fund predicts that there will be rising demand for the prevention and management of multi-morbidity rather than of single diseases; a perspective that is also echoed by the Richmond Group of charities.



# Types of people that will benefit from Health Navigator training.

## Social prescribing link workers

In the Long Term Plan NHS England committed to building the infrastructure for social prescribing in primary care:

- there will be 1,000 new social prescribing link workers in place by 2020/21, with significantly more after that, so that
- at least **900,000 people will be referred** to social prescribing by 2023/24.
- This is part of the drive to Universal Personalised Care that will see at least **2.5 million** people benefiting from personalised care by 23/24.

## Others

Social prescribing colleagues including; Link Workers, Care Navigators, Health Trainers and Community Activators.

Sport and community development staff. • Frontline facility management and administration: e.g. Operational Management, Membership Advisors and reception teams. • Sports coaches, fitness instructors, personal trainers and those working with healthy but inactive populations. • Volunteer sector sport and physical activity leaders. • Those working with populations who have long-term conditions.



# Scope of practice.

- They engage, signpost and support new or returning participants to physical activity or other lifestyle interventions.
- **UNDERSTAND** • How to structure and engage in person-centred behaviour change conversations with people who may be seeking to make and sustain lifestyle changes to improve their health and wellbeing.
- **HAVE DEMONSTRATED** • The ability to work within their own professional boundaries in terms of qualification, training and experience to offer support and guidance by delivering interventions or by appropriate onward referral or signposting to associated local professionals or services.



# Knowledge & Skills

- **Key topic areas.**
- Care, communication and relationships
- Supporting behaviour change
- Health, activity and lifestyle
- Partners, pathways and signposting
- Professional skills



# Imagine a future where...



## A parent...

...can check their child's coach is qualified and safe.

## A GP...

...can identify their local chartered activity practitioner and prescribe exercise.

## Everyone working in our sector...

...understands their pathway to personal success.

## A manager...

...can verify an employee's qualifications, CPD experience and how they can be deployed within the organisation.

## A university graduate...

...is employable the day they graduate.

## We are acknowledged...

...as a recognised and respected profession.

**This is the goal CIMSPA is working towards achieving, in **partnership** with the **whole** sport and physical activity sector.**



# Alfonso Jimenez

GOfit LAB, Spain

## Healthy lifestyle promotion – a new role for the fitness and physical activity industry

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Sheffield  
Hallam  
University

Advanced  
Wellbeing  
Research Centre

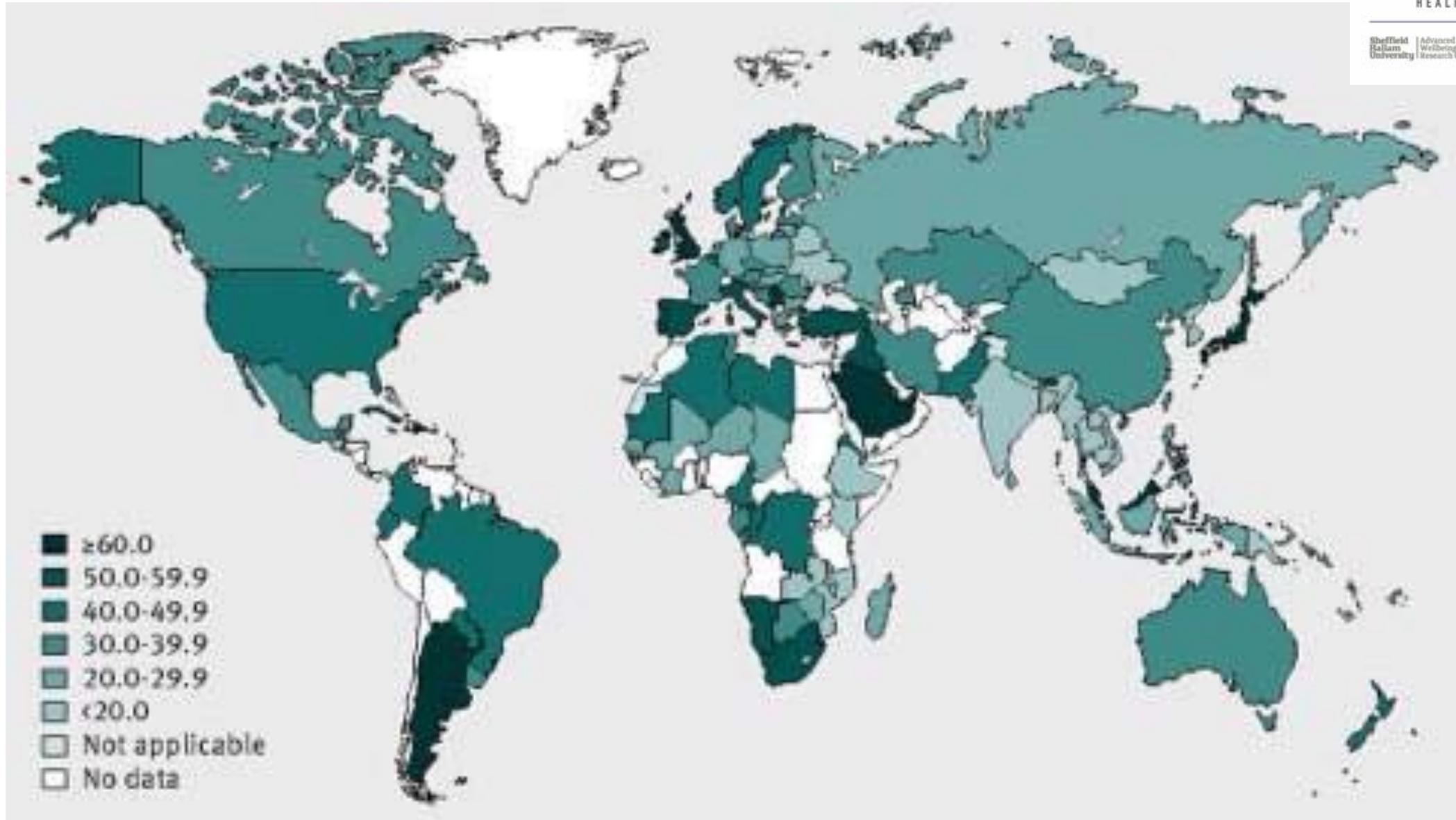
Universidad  
Rey Juan Carlos

CENTRO  
DE INVESTIGACION  
DEPORTIVA

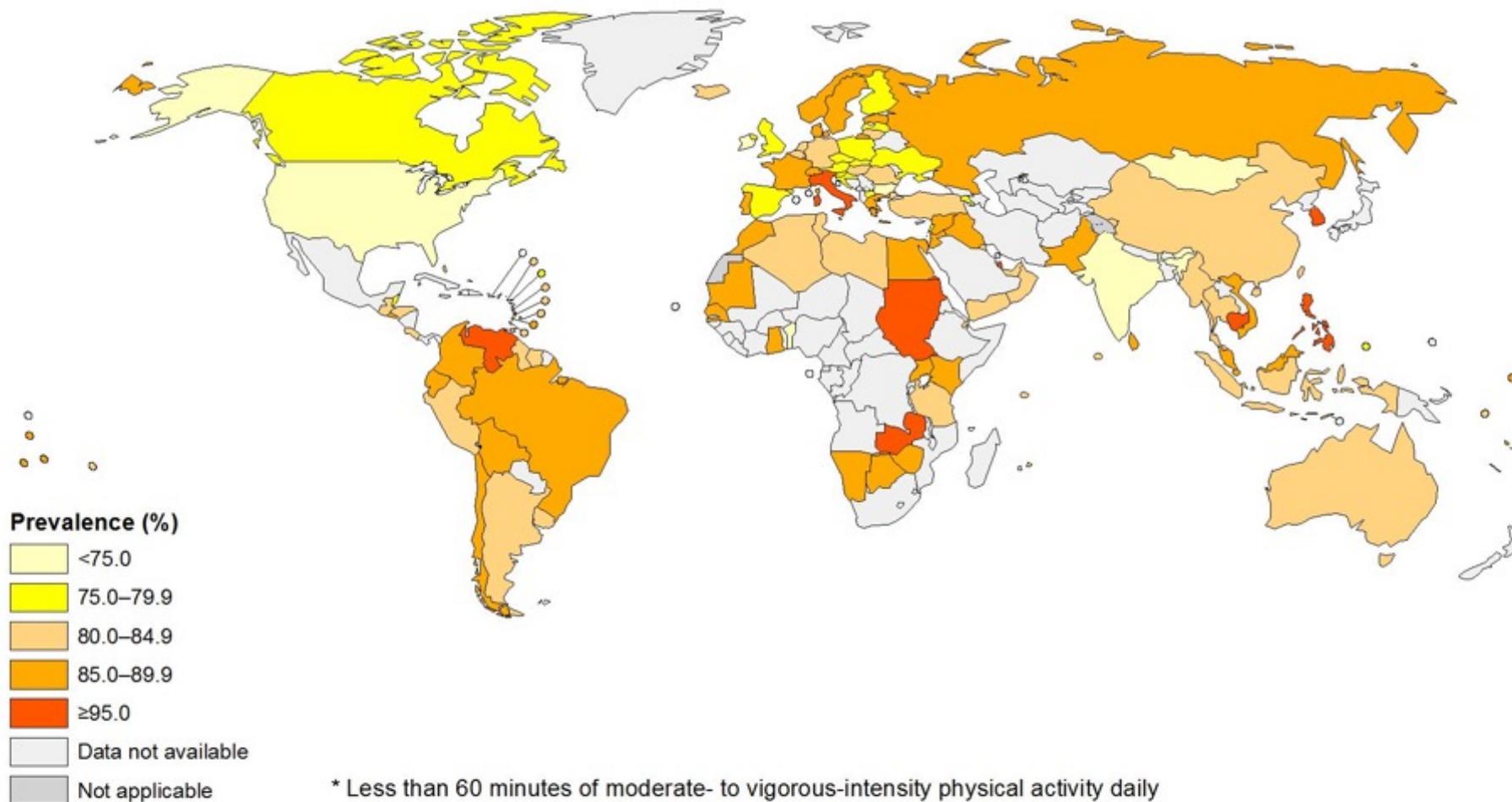
Building capabilities in the GO fit workforce to improve  
Health Counselling skills

**Prof. Alfonso Jimenez**  
PhD, CSCS, NSCA-CPT, FLF  
Chief Research & Innovation Officer

## Physical Inactivity levels per country (WHO, 2015)



## Prevalence of physical inactivity\* among school going adolescents, ages 11–17 Both sexes

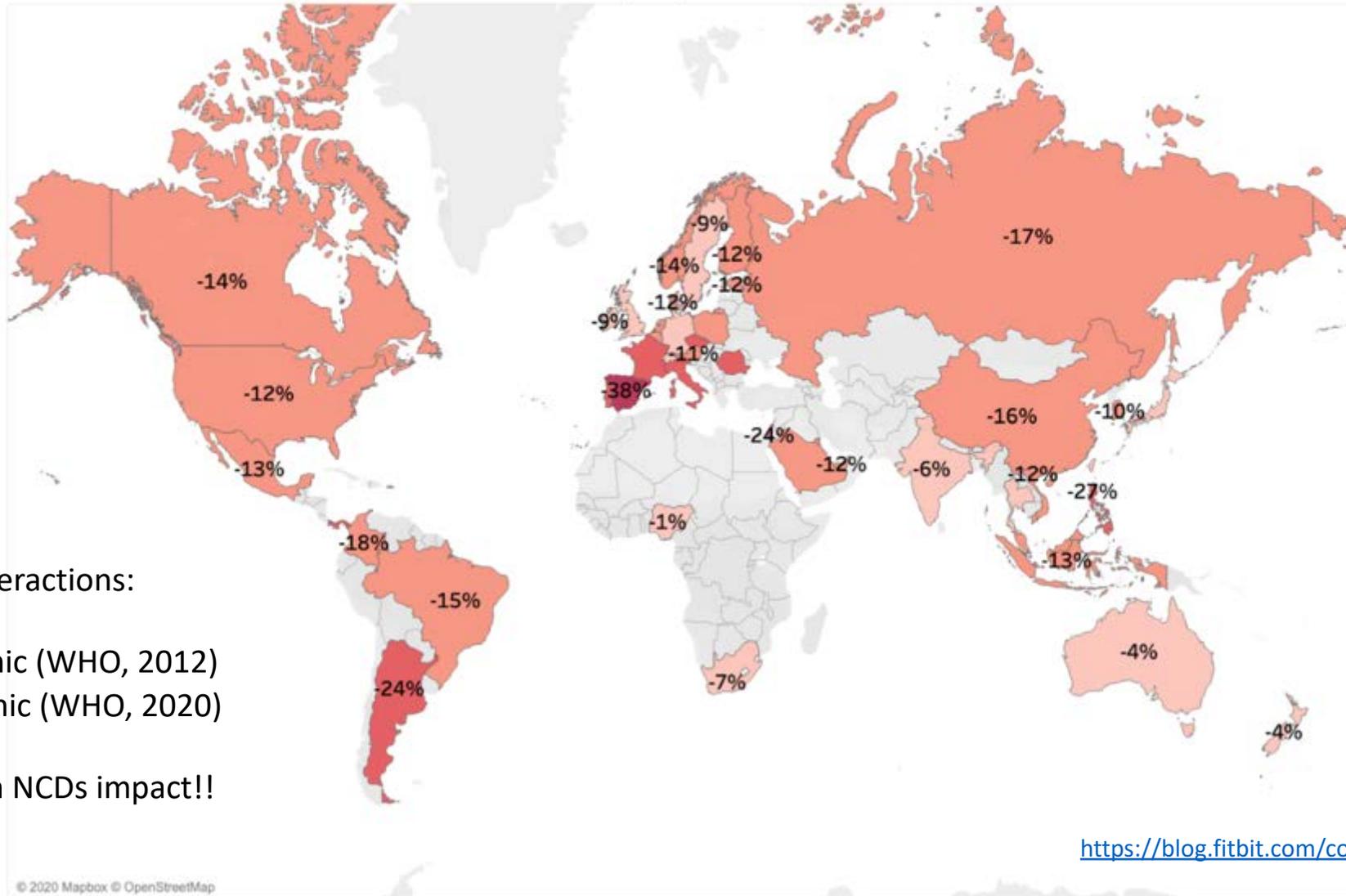


The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization  
Map Production: Health Statistics and Information Systems (HSI)  
World Health Organization

# The Impact of Coronavirus on Physical Activity All Over the World

Change in Step Activity in Week Ending 3/22/2020



- ✓ Spain -38%
- ✓ Russia -17%
- ✓ Canada -14%
- ✓ Brazil -15%
- ✓ US -12%
- ✓ UK -9%

2 pandemic interactions:

- ✓ Inactivity pandemic (WHO, 2012)
- ✓ COVID-19 pandemic (WHO, 2020)

Dramatic increase on NCDs impact!!

[← Back to Explore roles](#)



[Public health](#)

[Roles in public health](#)

[Health trainer](#)

[Entry requirements \(health trainer\)](#)

[Skills and interests \(health trainer\)](#)

[Training and development \(health trainer\)](#)

[Real-life story - Stephanie Mascal](#)

[Real-life story - Wendy Reynolds](#)

## Health trainer

Health trainers offer practical support to their clients to change their behaviour and achieve their own health goals.

### Working life

Health trainers help their clients to assess their lifestyles and wellbeing, set goals for improving their health, agree action-plans, and provide practical support and information that will help people to change their behaviour. This could include promoting the benefits of:

- taking regular exercise and eating healthily
- reducing alcohol intake
- breastfeeding
- practising safe sex
- stopping smoking





A new role for our people  
***GO fit Health & Happiness Advisors***



Becoming  
***proactive facilitators...***  
*In a transformational  
journey for our members*



- ✓ Informing
- ✓ Educating
- ✓ Asking
- ✓ Transferring Knowledge
- ✓ Facilitating
- ✓ Justifying
- ✓ Reasoning
- ✓ Supporting
- ✓ Thinking
- ✓ .... Growing

GO fit Method



Exercise



Nutrition

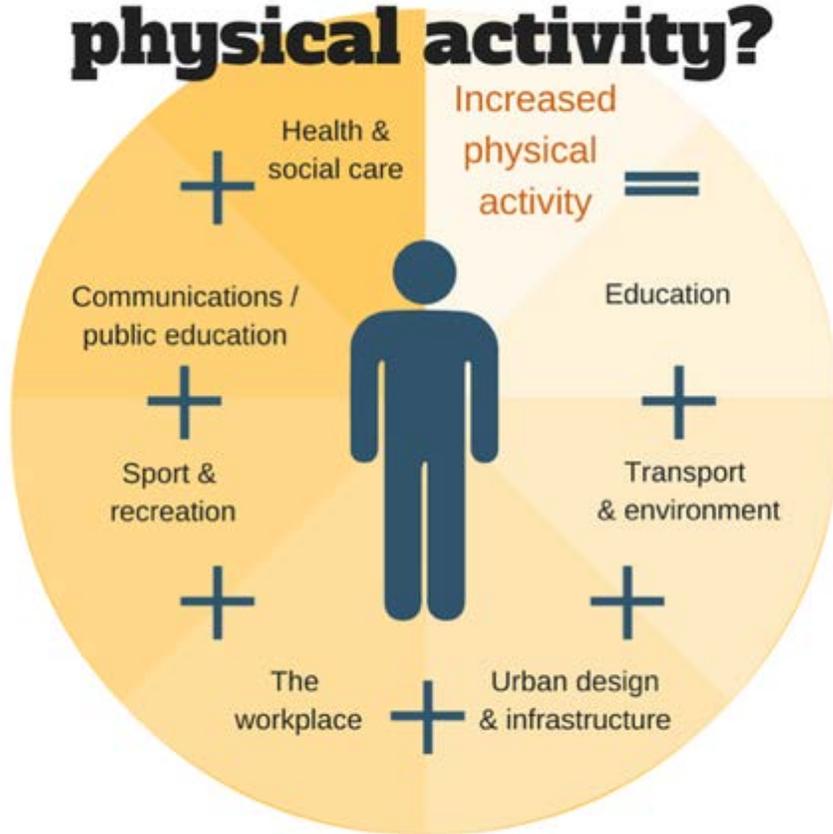


Recovery

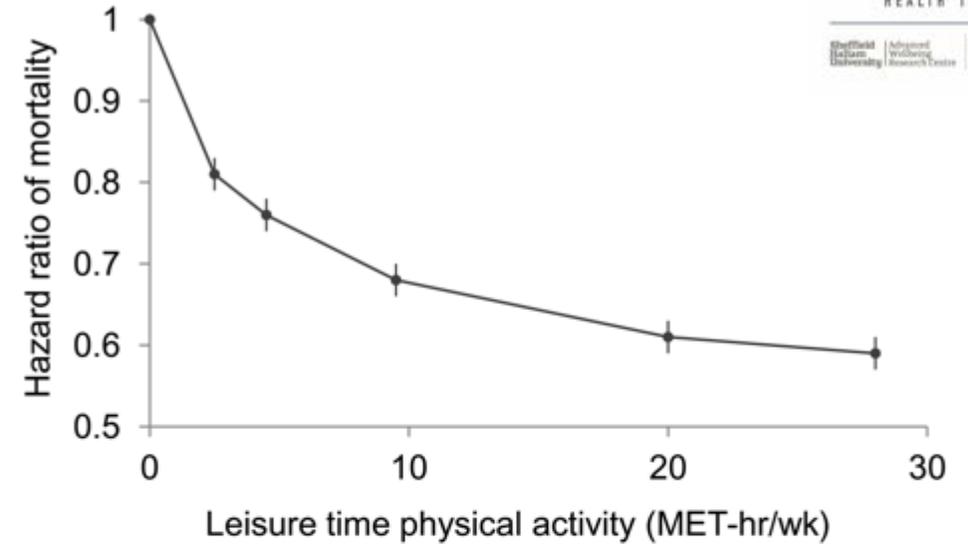


Motivation

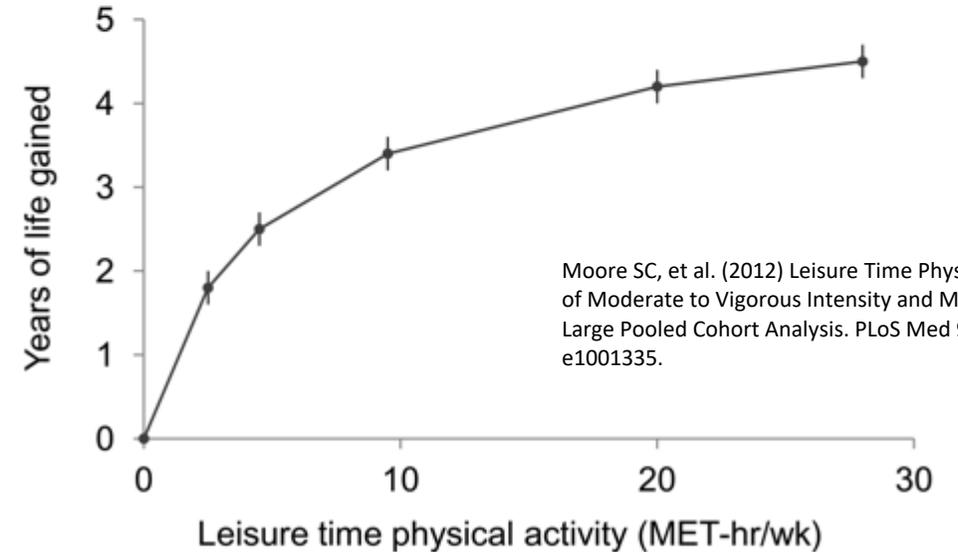
# How do we increase physical activity?



**A**



**B**



Moore SC, et al. (2012) Leisure Time Physical Activity of Moderate to Vigorous Intensity and Mortality: A Large Pooled Cohort Analysis. PLoS Med 9(11): e1001335.

 **Universidad Rey Juan Carlos**  
 **CENTRO DE ESTUDIOS DEL DEPORTE**  
*Certificate of Completion*

**GO fit Happiness & Health Advisor**

*Compulsory CPD Training  
Managers  
CEX  
Exercise Professionals*



**ONLINE DELIVERY**  
*Context and new Responsibilities*  
*Underpinning Knowledge (per pillar)*  
*\*\*Safety and protective policies and guidelines (COVID19)*

**Face-to-Face TRAINING**  
*Communication skills*  
*Competence-based education*

**ASSESSMENT**  
*Role play + Attitude*  
*Positive role model for members and community*

COVID-19  
to-do-list...  
Join EREPS!!



**Visibility** is step #1 for.... **CREDIBILITY!!!!**



Muchas gracias por su atención



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# Q&A



# Closing comments

Julian Berriman, EuropeActive



# Thank you

[www.europeactive.eu/covid19](http://www.europeactive.eu/covid19)

[www.ereps.eu/covid19](http://www.ereps.eu/covid19)

Latest webinars, (national) news, webinar replays, operation guidelines, relevant articles, position papers...