

Health Promotion for Personal Trainers

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Let's Move!

<https://www.youtube.com/watch?v=UemR8HXm59s>

WHO AM I?

MASTER'S IN HEALTH PROMOTION



PERSONAL TRAINER/STRENGTH AND CONDITIONING COACH



WHO AM I?

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What is Health Promotion?



Health Promotion covers a wide range of social/environmental interventions designed to benefit and protect people's health and quality of life by addressing and preventing ill health.

Health promotion enables people to increase control over their own health.

What Else is Health Promotion?



Health promotion is about encouraging the health and well-being of individuals and their communities. It draws from such diverse disciplines as:

- > Communications
- > Epidemiology and medicine
- > Marketing
- > Psychology

Why Incorporate Health Promotion?

A key characteristic of health promotion is the development and practice of activities that complement what you are already doing with your client... to benefit your client's overall health – mind and body.



Seven Dimensions of Wellness

<https://www.youtube.com/watch?v=FlGpQ14DHYU>

Seven Dimensions of Wellness



Number 1 – Social (Relationships)

The ability to relate to and connect with other people in our world.

The ability to communicate well (verbally and non-verbally).

Our ability to establish and maintain positive relationships with family, friends and colleagues



Health Benefits of Social Interaction

In a study of 7,000 men and women in Alameda County, Calif., researchers found that “people who were disconnected from others were roughly three times more likely to die during the nine-year study than people with strong social ties.”



more about Social Interaction and Health...

https://www.nytimes.com/2017/06/12/well/live/having-friends-is-good-for-you.html?ref=collection%2Fsectioncollection%2Fhealth&action=click&contentCollection=health®ion=stream&module=stream_unit&version=latest&contentPlacement=196&pgtype=sectionfront

Number 2 – Emotional (Feelings)

The ability to understand ourselves and cope with the challenges life can bring.

The ability to acknowledge and share feelings of anger, fear, sadness or stress; hope, love, joy and happiness in a productive manner contributes to our Emotional Wellness



Number 3 – Career (Occupational)

The ability to get personal fulfillment from our jobs or our chosen career while still maintaining balance in our lives.

Our desire to contribute in our careers to make a positive impact on the organization we are involved with and to society as a whole



Number 4 – Physical (Body)

The ability to maintain physical health.

The ability to recognize that our behaviors have a significant impact on our wellness and adopting healthful habits (routine check ups, a balanced diet, exercise, etc.) while choosing to avoid destructive habits (tobacco, drugs, alcohol, etc.)



Number 5 – Intellectual (Mind)

The ability to open our minds to new ideas and experiences that can be applied to personal decisions, group interaction and community betterment.

The desire to learn new concepts, improve skills and seek challenges in pursuit of lifelong learning.



Number 6 – Environmental (Community)

The ability to make a positive impact on the quality of our surroundings—be it our homes, our communities, or our planet.



Number 7 - Spiritual

The process of discovering meaning and purpose in life and demonstrating values through behaviors.



Stress Management – The Key to Addressing The Seven Dimensions of Wellness...

What health promotion tool can personal trainers use to help clients successfully incorporate the Seven Dimensions of Wellness into their lives?

Stress Management techniques...the missing component in a well planned, comprehensive personal training session



The Easiest Stress Management Skill to Teach

Progressive muscle relaxation (PMR) is a non-pharmacological method of deep muscle relaxation.

The technique involves learning to monitor the tension in specific muscle groups by first tensing each muscle group. This tension is then released, as attention is directed towards the differences felt during tension and relaxation.



About Progressive Muscle Relaxation

Developed in the 1920's by Dr. Edmund Jacobson, an American physician of internal medicine and psychiatry.

He invented the technique to help his patients deal with anxiety.

Jacobson was able to prove the connection between excessive muscular tension and different disorders of body and mind.

His research showed that tension was always accompanied by a shortening of the muscular fibres, and that relaxing the muscle fibres can relieve the tension.



Evidence Based Research on Benefits of PMR

Several studies show that progressive muscle relaxation may help lessen stress.

In a study published in the April 2000 issue of the *Journal of Behavioral Medicine*, researchers exposed 67 volunteers to a stressful situation and then had them practice progressive muscle relaxation, undergo music therapy, or take part in a control group.



PMR - Journal of Behavioral Medicine

Results revealed that members of PMR group experienced greater relaxation (including a more significant decrease in heart rate) than the rest of the study members.

<https://link.springer.com/article/10.1023/A:1005542121935>



PMR and High Blood Pressure

A May 2006 study published in the Journal of Alternative and Complementary Medicine showed that progressive muscle relaxation improved quality of life and reduced blood pressure among people with heart disease.

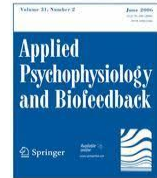
J Altern Complement Med. 2006 May;12(4):373-8)



PMR and Cortisol

writing in the Dec 2005 issue of Applied Psychophysiology and Biofeedback, researchers found that PMR can help relieve stress by significantly reducing levels of cortisol (a hormone released in response to stress).

Appl Psychophysiol Biofeedback. 2005



What Parts of Brain are Affected by PMR

<https://www.ncbi.nlm.nih.gov/pubmed/27261979>

What is an MRI?

Magnetic resonance imaging (MRI) is a technique that uses a magnetic field and radio waves to create detailed images of the organs and tissues within your body, for example, the brain and the brain stem



The MRI



My Very Own MRI/washing machine



More Benefits of PNR

Can relieve:

- Insomnia
- Certain types of chronic pain (specifically low back pain)
- Cancer pain
- Headaches



How to Practice PMR in Four Steps

In progressive muscle relaxation, you tense a group of muscles as you breathe in, and you relax them as you breathe out. You work on your muscle groups in a certain order.

1. Breathe in, and tense the first muscle group (hard but not to the point of pain or cramping) for 4 to 10 seconds.
2. Breathe out, and suddenly and completely relax the muscle group (do not relax it gradually).
3. Relax for 10 to 20 seconds before you work on the next muscle group. Notice the difference between how the muscles feel when they are tense and how they feel when they are relaxed.
4. When you are finished with all of the muscle groups, count backward from 5 to 1 to bring your focus back to the present.

Order of Progressive Muscle Relaxation

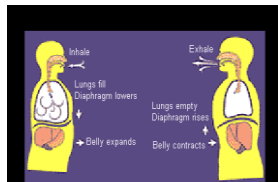
<http://www.webmd.com/balance/stress-management/stress-management-doing-progressive-muscle-relaxation>



Diaphragmatic Breathing

Diaphragmatic breathing is a technique that helps you slow down your breathing when feeling stressed or anxious.

Our breathing changes when we are feeling anxious. We tend to take short, quick, shallow breaths, or even hyperventilate; this is called "overbreathing"



How to Do Diaphragmatic Breathing

<https://www.youtube.com/watch?v=kgTL5G11blo>

Health Promotion for Personal Trainers

Health Promotion should be an integral part of your training session. Trainers need to start thinking beyond "Exercise and Diet." We always talk about "mind and body" but our sessions are typically all about "body."

Progressive Muscle Relaxation using Diaphragmatic Breathing with your client is the best way to bring the "mind" into our training sessions because:

1. it's easy to teach
2. It's easy to do
3. You need no formal training in to teach and practice it.

Thank you!

For more information about my services, upcoming presentations, and any questions you have, please contact me:

Email: trainerlorne@gmail.com

Website: www.trainerlorne.com

Please join me at my upcoming Canfitpro Academy Presentation: Demystifying Nutrition – Part 4

Sunday October 29, 1-4pm.

We will be exploring different nutrition topics that are often controversial, confusing and bring some clarity and understanding to these issues to help your clients make informed diet decisions