

Personal Training by Robert J. Bovee

Researched & Written by Robert J. Bovee Certified Master PPT, RTS, ETS, FTS, LMS, WMS, HWFS, SNS, SSCS, MES, E/FT, PSCS, PRCS

The 45 Plus Age Group

What should individuals **45** years of age and older look for when shopping (interviewing) for a personal trainer? According to recent research from IDEA Health and Fitness Association, **51%** of all personal training clientele are **45** years of age or older. This would stand to reason as this group has over **50%** of the discretionary income, and more importantly spend more of their income on health than any other item, according to the World Health Organization.

If you are considering using a personal trainer to reach your fitness goals here are some concerns that you need to be aware of.

1. First things first. Ensure that the personal trainer is certified to work with people who may have physical and mental conditions.
2. The personal trainer must offer programs designed to meet the needs of those with a variety of chronic health conditions, i.e. cardiovascular disease, diabetes, balance abnormalities, muscular weakness, osteoporosis, hypertension, arthritis, depression, dementia, etc.
3. The personal trainer should work with you on goal setting and provide written or printed exercise programs (in large print if necessary). Be sure that the goals are real world goals, i.e. playing with your grand children, gardening, and housework and basically improve your overall ability to function on a day-to-day basis, etc.
4. The personal trainer should ensure that all your programs have different levels of intensity, duration and frequency, and are offered at various levels of attention.
5. The personal trainer should have you undergo an extensive functional assessment program, i.e. balance, range of motions, strength, cardiovascular health, etc.
6. The personal trainer should offer monthly updates in goals and assessments and ongoing encouragement.
7. Your programming should incorporate cardiovascular, strength, flexibility and balance training, with a warm-up and cool down period. This training should be based on your level of function and desired goals.
8. Make sure the personal trainer is willing to work with your physician and other healthcare providers.
9. The personal trainer should be able to provide rehabilitation programs designed to meet the needs of those with physical limitations.
10. The personal trainer should be able to provide programming within the six dimensions of wellness: spiritual, vocational, physical, social, emotional and intellectual.
11. Many barriers exist for the **45** plus market, the most common challenges typically cost little to address, such as staffing and staffing issues:
 - The personal trainer should be polite, friendly and caring, and enjoy serving older clients.

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- The personal trainer should greet you warmly and professionally every time they enter the facility.
12. The personal trainer should be knowledgeable about the impact medication can have on exercise.
 13. The personal trainer should offer flexible hours and program times.
 14. The personal trainer or the facility that he or she works in must offer age-friendly fitness equipment that is accessible.
 - The personal trainer must be aware of accessible programs and services for people with disabilities.

These are only a few of the many items and services that should be addressed by a personal trainer who wants to provide services to the **45** plus population. However, according to a recent research, the fact that more adults are recognizing the health benefits of exercise, fitness is becoming one of the fastest growing fields. Employment in the US is forecast to increase from **177,790** fitness workers in **2003** to **263,947** by **2012**, according to the US Bureau of Labor Statistics, and increase of almost **50%...** “Specialists point to two factors fueling the growth: *the aging of the American population* and increased interest in worker fitness by employers.” If America follows this trend, as it should, the future for all of us in the fitness business (both clients and employees alike) is very bright.

For more information, please contact Robert J. Bovee at **(585) 330-0614**.