

AMERICAN
COUNCIL
ON EXERCISE®

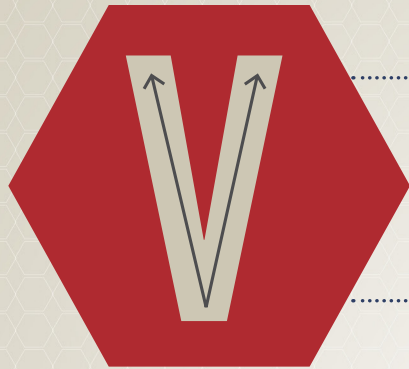
ON

THE 2014
IMPACT
REPORT

MOVE

ACE pressed for a more expansive role for our profession and greater access for far more people to safe, high-quality physical activity options. And ACE educated and certified fitness professionals, health coaches, and other health professionals in record numbers.

2014 IN SNAPSHOTS AND HIGHLIGHTS



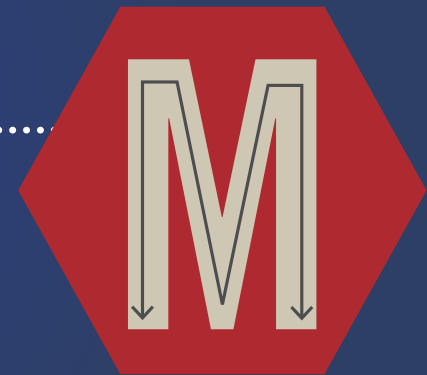
VISION

ACE envisions a world in which obesity and other preventable lifestyle diseases are on the decline because people have been understood, educated, empowered, and granted responsibility to be physically active and committed to healthy choices.



MISSION

To ensure people have access to well-qualified fitness professionals and health coaches, and science-based information and resources on safe and effective physical activity, so they may get active, establish healthy behaviors, and live their most fit lives.





ADVOCATE

Pressing for public policies that would make high-quality physical activity options available to exponentially more people.

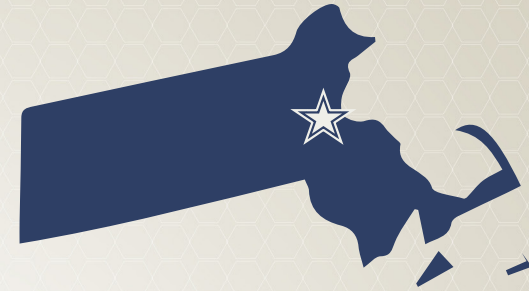




→ In Washington

ACE pressed the U.S. Congress and federal regulators to:

- Make sustainable physical activity and behavior-change programming – provided through workplaces and schools – vastly more available.
- Recognize properly credentialed, certified fitness professionals and health coaches as qualified to deliver physical activity, nutrition, and behavior-change programming as part of an extended healthcare ecosystem.



→ In State Capitals

In Washington DC, Florida, Georgia, and Massachusetts, where licensure bills were under consideration, ACE pressed for appropriate new levels of consumer protection without adding undue burdens on qualified fitness professionals. In states considering licensure, ACE advocated for licensure of fitness professionals who hold current NCCA-accredited certifications like those ACE provides, consistent with best practices for state regulation of adjacent health professions.



➔ Before Municipal Governments

In Denver, Santa Monica, and other large cities, ACE advocated for the creation of reasonable permits for exercise professionals to use accessible public spaces for supervised, structured physical activity programming. And ACE developed best practice guidelines for fitness professionals using public parks.

2014 by the numbers

31



Comments written and submitted on active legislation and regulatory implementation

38



Federal pieces of legislation tracked

90



State and local pieces of legislation tracked

96



Policymakers and staffs directly contacted

69



Public officials and staffs briefed in person

 **Online**

ACE launched a new Advocacy Center to help the professionals we represent, our allies, and potential allies understand important issues that may impact the profession.





➔ By Video

Tens of thousands of fitness and health leaders watched ACE's "A Provocative Vision" on the future of fitness, the future of preventive care, and ACE. Find it at [YouTube.com/ACEfitness](https://www.youtube.com/ACEfitness).

127,000



Number of people who got a glimpse into the capacity of ACE® Certified Pros to help people in their communities live their most fit lives by watching the ACE PROfiles video series online.



→ Across the Profession

ACE is a founding member and an ACE representative currently serves as board president of the **Coalition for the Registration of Exercise Professionals**, established to secure recognition of registered exercise professionals as qualified to deliver physical activity programming as a preventive service within the healthcare system.

INNOVATOR

Forging new models for delivering supervised physical-activity programming and behavior-change counseling to those at risk of preventable disease.





➔ Health Coaching and Behavior-Change Counseling

ACE advanced its leadership in the training and certification of health coaches, preparing more and more qualified individuals to meet U.S. Preventive Services Task Force recommendations for community-based behavior-change counseling to those at risk for preventable disease.

And ACE spearheaded partnerships to make ACE Certified Health Coaches accessible near where people work and live, contributing to the sharpening sketch of a new connection between clinic and community.

**ONE
AND
ONLY**

Health Coach
Certification
accredited by
the NCCA.

42.3%

Increase in ACE
Certified Health
Coaches in 2014

“ACE is reaching beyond traditional fitness-space boundaries and into the realm of population health, in line with some of the medical community’s best thinking on the evolution of preventive care.”

Natalie Digate Muth, MD, MPH, RD, FAAP,
ACE Senior Advisor for Healthcare Solutions





DOCTORS AND NURSES ↔ HEALTH COACHES

AN EXTENSION OF THE CLINIC INTO THE COMMUNITY

Certified Health Coaches are a new kind of professional with the capacity to work in collaboration with doctors and nurses to extend the clinic into the community. They help people gain the knowledge and skills to make healthy choices so they reduce risk of preventable illness and better manage chronic conditions.

Among those who became **ACE Certified Health Coaches in 2014** as a way to better help people in the jobs they already do:

- **FITNESS PROFESSIONALS**
- **REGISTERED DIETITIANS**
- **REGISTERED NURSES**
- **OCCUPATIONAL THERAPISTS**
- **PHYSICAL THERAPIST ASSISTANTS**
- **PHYSICIAN ASSISTANTS**
- **HEALTH EDUCATORS**
- **HUMAN RESOURCE MANAGERS AND DIRECTORS**
- **SOCIAL WORKERS**
- **COUNSELORS**
- **PHYSICAL EDUCATION AND OTHER TEACHERS**

RESEARCHER AND WATCHDOG

Protecting the public with
sound science.





→ On “Telehealth” Interventions with Adolescents

An ACE commissioned study of overweight adolescents by a Stanford University pediatric cardiologist and clinical researcher at Lucile Packard Children’s Hospital found that supervised diet and exercise interventions delivered by video conferencing in the home achieve higher adherence rates and improve vascular and functional health.



➔ On Youth Health in Sports

A University of Wisconsin study commissioned by ACE found that health and fitness knowledge among youth coaches earns only a “C” average in key areas including practice design, hydration, nutrition, basic first aid and acute injury management, concussion care and strength-training knowledge.



“ Volunteer coaches form the backbone of non-school organized youth sports and are very well intentioned and dedicated. However, the results of this study suggest that many would benefit by receiving educational information and training regarding safety and injury prevention as it pertains to young athletes. ”

ACE Chief Science Officer **Cedric X. Bryant,**
PhD, FACSM



➔ On Popular Exercise Trends

Highlights of the results of ACE commissioned studies by top academic researchers in 2014:

- [Traditional crunch.](#) Still rules when it comes to abdominal-muscle activation.
- [Concentration curl.](#) Elicits the highest muscle recruitment among biceps exercises.
- [Optimal shoulder workout.](#) Includes the dumbbell shoulder press combined with either the 45-degree incline row or the seated rear lateral raise.
- [CrossFit.](#) Does indeed help improve aerobic fitness and calorie burn, and facilitates gains but with some risk of injury for those with risk factors.
- [Tabata-style workouts.](#) Meets or exceeds evidence-based guidelines for improving cardio fitness and body composition.
- [Hot yoga.](#) Perfectly safe for healthy adults as long as there is proper hydration.





COLLABORATOR

Working alongside others to expand commitment to physical activity, enhance understanding of the capacity of our profession, and help the professionals we represent to thrive.

SALUTE YOU™

S C H O L A R S H I P

Philanthropy

In collaboration with informal partners like the Armed Services YMCA and the Military Officers Association of America,



**ACE awarded more than
600 Salute You Scholarships,**

enabling new veterans to begin careers as ACE Certified Personal Trainers, for free.



JOINING FORCES

TAKING ACTION TO SERVE
AMERICA'S MILITARY FAMILIES

144,000

A blue circular graphic with a clock face. The clock face has several tick marks around the perimeter. A curved arrow starts from the bottom left and points towards the top right, indicating a cycle or duration.

Number of hours of fitness instruction made available to military service members and their families, for free, by ACE Certified Professionals in partnership with Joining Forces.

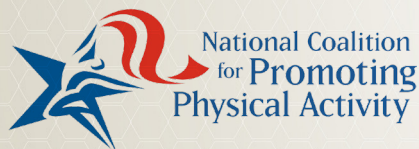


Number of Ash Hayes Scholarships awarded to aspiring professionals seeking to work with youth as ACE Certified Personal Trainers, double the planned amount due to overwhelming demand.



→ Leadership

ACE played prominent leadership roles in national organizations that are influencing the future course of our profession and physical activity programming in a nation crippled by the obesity epidemic.



PRESIDENT



CO-CHAIR



PRESIDENT



BOARD



→ Brilliant Company

ACE worked with some of the nation's leading thinkers in fitness and healthcare on initiatives that pushed boundaries so that more people can benefit from regular participation in appropriately designed and delivered physical activity options.



American
Heart
Association®



THE ASPEN INSTITUTE



International Health, Racquet & Sportsclub Association



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES



MEDICAL
FITNESS
ASSOCIATION

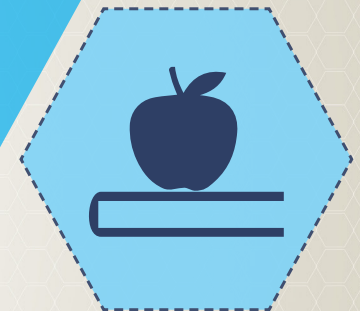


NATIONAL
Physical Activity Plan



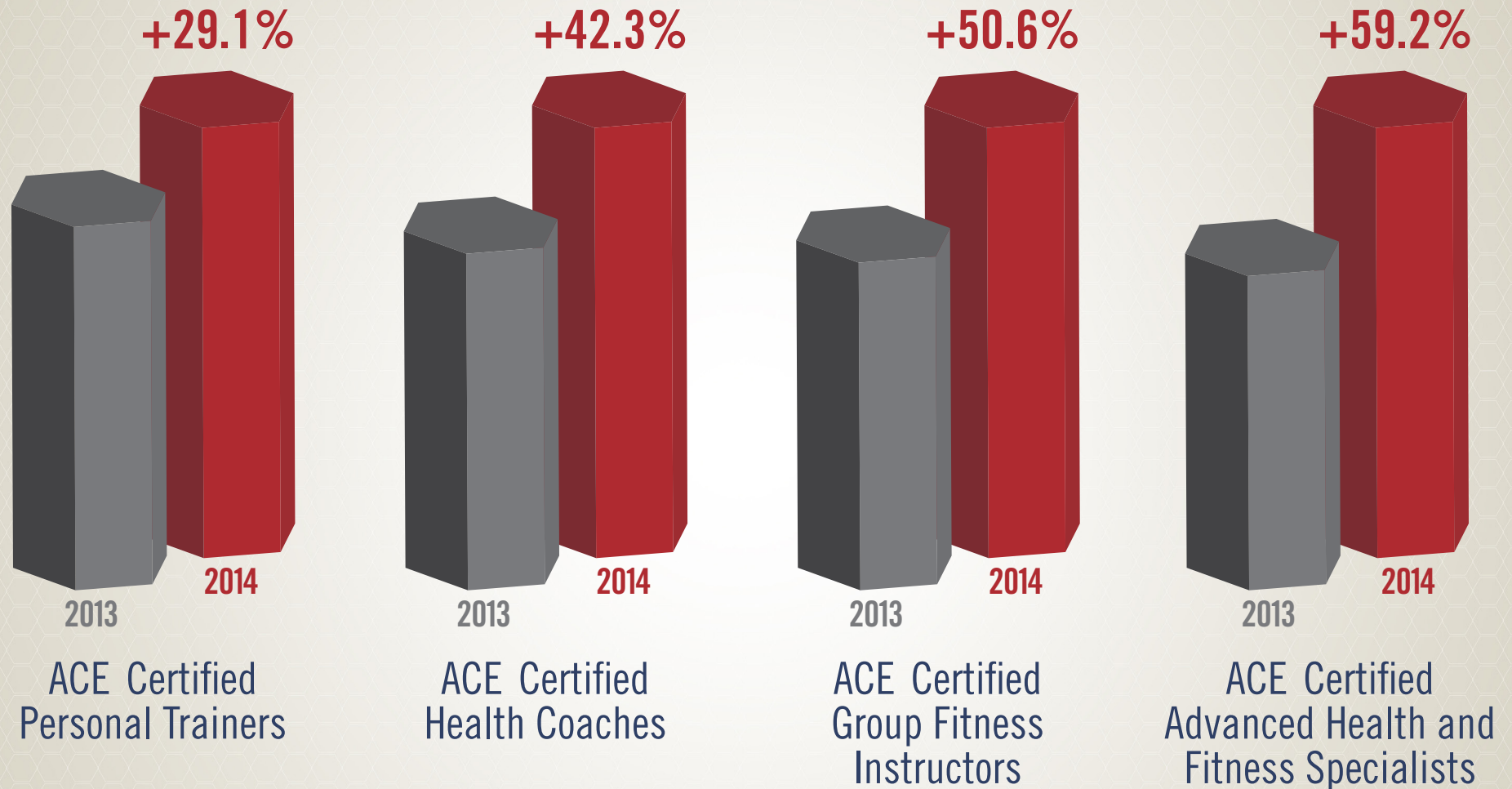
EDUCATOR AND CERTIFIER

Educating fitness professionals and related wellness experts, and the general public, on safe and effective physical activity, and ensuring people have access to fitness professionals and health coaches who have verified credentials that match the standards of excellence of other allied health professions.



Total number of **education hours** delivered

2014 GROWTH IN NEW ACE CERTIFIED PROFESSIONALS



60,708 Total number of current ACE Certifications

➔ **For the Public**

Through its website and various social media channels, ACE makes available to the public science-based, consumer-friendly information and resources on safe and effective physical activity and general healthy living.





NCCA Accreditation

Accreditation by the National Commission for Certifying Agencies (NCCA) is the gold standard in the United States for assessing professional competence. That's the accreditation that ACE primary certifications hold.

EXECUTIVE TEAM

Scott Goudeseune,
President and CEO

Janet Frenkel,
Chief Operating Officer

Cedric X. Bryant,
PhD, FACSM,
Chief Science Officer

Alex Mirnezam, MBA,
Chief Financial Officer