

AMERICAN COUNCIL ON EXERCISE
IMPACT REPORT
2016

A look at how the American Council on Exercise
carried out its mission to get people moving in 2016



OUR MISSION IS TO GET PEOPLE MOVING



WE LEVERAGE FIVE KEY AREAS TO DRIVE THIS MISSION:

- 1** Certifying and educating exercise professionals and health coaches
- 2** Advocating for policies that ensure people and communities have safe places to be physically active and easy access to quality, professionally led physical-activity and lifestyle programs and interventions
- 3** Advocating for policies that include exercise professionals and health coaches as members of the patient-centered healthcare team, particularly for the prevention and treatment of obesity, diabetes, cardiovascular disease and other inactivity-related diseases
- 4** Collaborating with like-minded organizations
- 5** Educating the public on safe and effective exercise practices and other healthy lifestyle behaviors

OUR VISION

To be the leading non-profit advocate for achieving health through physical activity and other lifestyle changes by providing accessible NCCA-accredited certifications and scientifically rooted education to fitness professionals and health enthusiasts to significantly impact preventable, inactivity-related lifestyle diseases by 2035.

EXECUTIVE TEAM

SCOTT GOUDESEUNE
President and CEO

ALEX MIRNEZAM, MBA
Chief Financial Officer

CEDRIC X. BRYANT, Ph.D.
Chief Science Officer

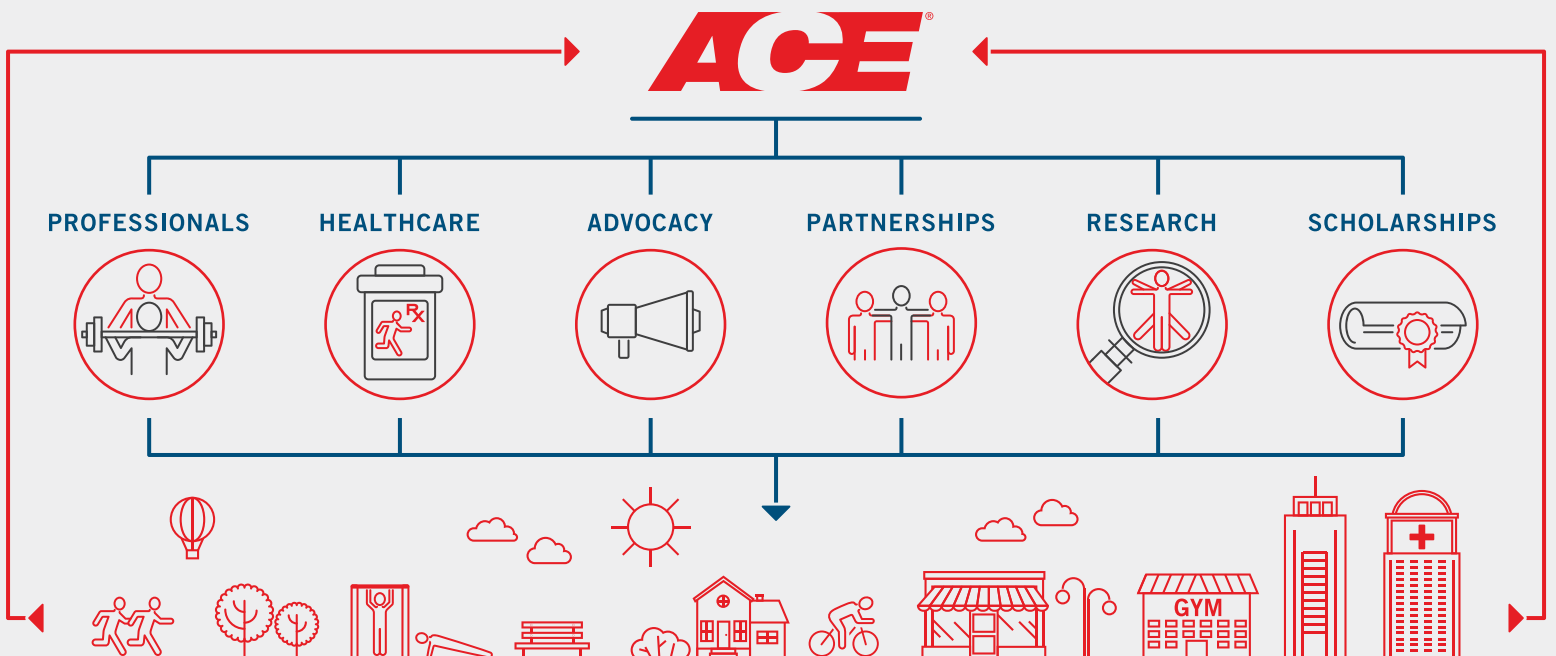
GRAHAM MELSTRAND
Executive Vice President, Engagement

AMANDA CASS
Executive Vice President,
Finance and Human Resources

CAROLANN DEKKER
Executive Vice President, Marketing

DAVID FISCHER
Vice President,
Online Business and Technology

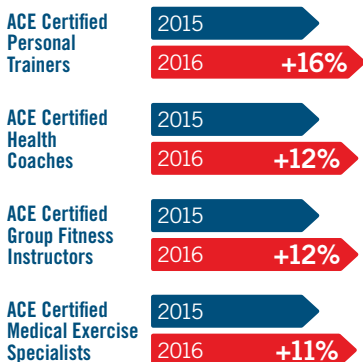
ECOSYSTEM OF IMPACT



EMPOWERING OUR PROFESSIONALS TO MAKE AN IMPACT

Our certifications and continuing education courses are designed to equip exercise professionals and health coaches with the knowledge, skills and abilities to deliver safe and effective physical-activity and lifestyle programs and interventions so they can get more people moving and make a direct impact on the physical-inactivity epidemic.

GROWTH OF NEW ACE CERTIFIED EXERCISE PROFESSIONALS AND HEALTH COACHES



ACE SPECIALIST PROGRAMS COMPLETED

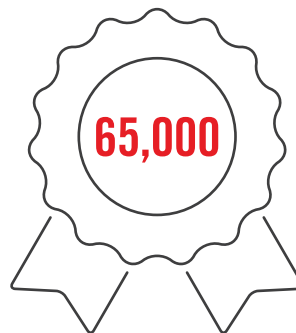
5,157



Exercise professionals and health coaches taking specialist courses to enhance their knowledge, skills and abilities

TOTAL NUMBER OF EXERCISE PROFESSIONALS AND HEALTH COACHES CERTIFIED THROUGH ACE

65,000



PUBLIC REACH OF ACE CERTIFIED PROFESSIONALS

34.5 MILLION

Approximate number of client sessions conducted by ACE Certified Personal Trainers

2.8 MILLION

Estimated number of classes led by ACE Certified Group Fitness Instructors with approximately 15 participants per class*

* Figures based on number of personal trainers or group fitness instructors and the average number of client sessions and classes per week. Averages are based on survey data collected from ACE Certified Professionals.



INTEGRATING FITNESS & HEALTHCARE

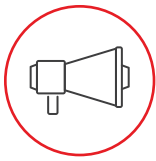
PRESCRIPTION FOR ACTIVITY TASK FORCE

ACE convened a task force comprised of experts and thought leaders to create a detailed strategic roadmap aimed at ensuring a future in which a significant number of healthcare consumers in the U.S. are prescribed or incentivized to pursue physical activity-based behavior-change interventions for preventive care and self-maintenance. The Prescription for Activity Task Force envisions that the interventions are readily accessible, delivered by trusted members of the patient-centered team, reimbursable by payers and integrated into patient records.

COLLABORATING TO ELEVATE THE ROLE OF PREVENTION IN HEALTHCARE

The ACE leadership team has served on multiple national advisory panels and work groups aimed at ensuring fitness is utilized as a regular part of preventive healthcare:





ADVOCATING FOR THE ACE MISSION

ACE engages policy makers to encourage policy initiatives that create access to high quality physical activity and science-based health and fitness resources and education for all members of the public.

IN WASHINGTON, D.C.

Our advocacy team tracked and took appropriate action on legislation in Congress related to physical activity. In 2016, special focus was placed on encouraging the utilization of the tax code to incentivize engaging in physical activity and securing the inclusion of properly credentialed exercise professionals and health coaches in the healthcare continuum.

IN STATE CAPITOLS

In 2016, we monitored and advocated for state legislative initiatives across the country that promoted physical activity, including but not limited to physical activity in schools, regulation of exercise professionals, incentivizing fitness programs for local first responders and waiving sales tax on fitness facility memberships.

CONGRESSIONAL FITNESS CHALLENGE

The inaugural ACE Congressional Staffer Fitness Challenge provided more than 400 staffers and several elected officials the opportunity to engage in physical activity through a steps competition, with the goal of promoting a bipartisan focus to reduce America's chronic disease epidemic through physically active lifestyles. Team Titus, formed by Representative Dina Titus (D-NV-1), took first place, with the team averaging **466,066 steps per person during the 7-week challenge.**

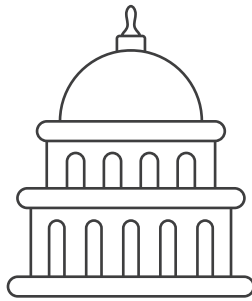
40

Pieces of federal legislation tracked



72

Pieces of state legislation tracked



40

Public officials and staff briefed in person



12

Comments written and submitted on active legislation and regulatory issues

COLLABORATING WITH LIKE-MINDED ORGANIZATIONS

ACE often joins forces with other organizations focused on similar policy priorities through coalitions to enhance and elevate our efforts, including:

- PHIT (Personal Health Investment Today) Act Coalition
- National Coalition for Promoting Physical Activity
- Campaign to End Obesity Action Fund
- Treat and Reduce Obesity Coalition

ADVANCING STANDARDS FOR THE PROFESSION

- Board of Commissioners for the National Commission for Certifying Agencies of the Institute for Credentialing Excellence
- Facility Certification Committee (hosted by the Medical Fitness Association)
- Coalition for the Registration of Exercise Professionals
- International Coalition for the Registration of Exercise Professionals
- Committee on Accreditation for the Exercise Sciences (hosted by the Commission on Accreditation of Allied Health Education Programs)

AT OUR HEADQUARTERS

San Diego Congressional Representatives Scott Peters and Susan Davis joined key individuals from the fitness industry as well as academia, non-profits, private business, local community coalitions and medical groups for a thoughtful roundtable discussion on the types of policy changes that could help address the physical inactivity epidemic in this country.



PARTNERING FOR COMMUNITY IMPACT

In 2016, ACE continued to identify and partner with like-minded organizations representing diverse populations across the country in order to fulfill our mission and reduce barriers to physical activity in communities of need.



GIRLTREK

ACE teamed up with GirlTrek, a national nonprofit and public health movement, to develop ACE Certified Group Fitness Instructors (through the ACE Community Empowerment Scholarship Program) who will lead fitness activities and activate thousands of women of color to be change makers in their own lives and communities.



NATIONAL SENIOR GAMES ASSOCIATION

ACE and the National Senior Games Association (NSGA) partnered to begin the development of resources and tools to help Americans over 50 years old lead healthy and fit lives.



YMCA

To strengthen their impact in improving the health of communities across the country, the YMCA of the USA selected ACE to help develop and provide YMCA professionals with a series of customized education and training courses. More than **15,000** YMCA healthy living professionals completed a foundations of fitness course developed by ACE, elevating the level of quality in group exercise and strength and conditioning classes at YMCA facilities nationwide in a hugely successful first year of collaboration.



SPORTS BACKERS

ACE partnered with the Fitness Warrior program of Sports Backers to prepare its class of community-based volunteers for the ACE Group Fitness Instructor Exam. These volunteers work in Richmond, VA communities with the highest rates of chronic disease. ACE provided an intensive instructional program to help prepare them for the certification exam.

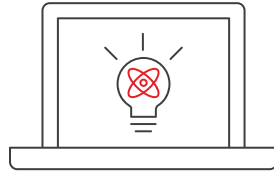


SERVING THE PUBLIC AS RESEARCHER AND WATCHDOG

ACE continues to provide science-based information to educate and encourage people from all walks of life to achieve sustainable, healthy change. In 2016, we commissioned several research studies from respected universities to evaluate popular types of workout modalities, physical activities and exercise equipment, including suspension training, high-intensity interval training (HIIT), ultimate Frisbee, stand-up paddle boarding, elevation training masks, aerial yoga and more.

EDUCATING THE PUBLIC

ACE-commissioned research, as well as our science-based articles on training strategies, programs, trends and more, were viewed **49,874** times on our website, helping to engage and inform the public.



49,874

Website views of ACE-commissioned research



GIVING BACK THROUGH SCHOLARSHIP PROGRAMS

The ACE scholarship programs offer career opportunities for military veterans and provide education and training to prepare individuals to be fitness leaders in underserved and unrepresented communities.

COMMUNITY EMPOWERMENT SCHOLARSHIP

The Community Empowerment Scholarship Program provides resources to community-based organizations committed to impacting underserved populations in order to help them build and develop community fitness leaders.

SALUTE YOU™ SCHOLARSHIP

We believe that military veterans are strong, dedicated individuals who possess the leadership skills and passion to be effective exercise professionals and health coaches. The Salute You Scholarship Program provides honorably discharged service men and women with an opportunity to earn an ACE Personal Trainer Certification.

1,385

Salute You™ scholarships awarded to veterans to date



293

Salute You™ scholarships awarded to veterans in 2016

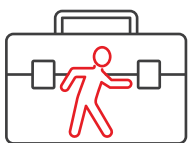


MOVING THE PUBLIC

ACE offers a vast library of resources and education to give consumers the tools to become more active. We strive to provide individuals with the science-based information and support they need to make healthier decisions through our consumer-focused website and social media communities and resources.

TOOLKITS TO GET MOVING

In 2016, ACE distributed two free walking toolkits – one for the public and one for fitness professionals – created in response to the U.S. Surgeon General's Call to Action to promote walking and walkable communities in the fall of 2015. The toolkits contain a variety of resources designed to help create a culture of health that values and supports walking as a fundamental physical activity.



3,740

Free walking toolkits distributed in 2016

OFFERING ONLINE TOOLS

ACEfit.com provides science-based, consumer-friendly information and resources on safe and effective ways to get moving and live a healthy lifestyle.



2,280,198

Unique visitors

INCREASING ACTIVITY THROUGH SOCIAL MEDIA

Our most engaging social media post of 2016 was an infographic on how exercise decreases your risk for 12 different cancers. The post **reached 177,197 people** and had **4,692 comments, reactions and shares**.

260,000 Followers

60,400 Followers

20,800 Followers

10,600 Followers

REACHING THE PUBLIC THROUGH MEDIA RELATIONS

Our Chief Science Officer, Cedric X. Bryant, Ph.D., FACSM, is a monthly contributor to *U.S. News and World Report*, a publication with a reach of approximately **8.3 million people**. His articles highlight health and fitness trends that directly affect consumers.



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Media stories featuring ACE spokespeople in 2016



ACEFITNESS.ORG

4851 PARAMOUNT DRIVE
SAN DIEGO, CA 92123