

Feb 28, 2019

In this issue...

- Updated Application for SFLs & TFLs - Now Your Experience Counts!
- Free CEC Quiz: Three Steps to Creating Your Fitness Brand
- Featured Professional Development Opportunities = More CECs!
- Head's up: Canadian Fitness Industry Trends for 2019
- Welcome to Canada's NEW Food Guide
- Move More and Sit Less with the PASKI Support Kit
- Social Media: Stay Connected!
- Job Postings

Updated Application for SFLs & TFLs - Now Your Experience Counts!

Big News! We've broadened the way 'education' is defined in the application requirements to become an advanced BCRPA-registered fitness professional for Supervisors and Trainers of Fitness Leaders (SFLs and TFLs).

The changes acknowledge that education can be defined in ways other than a college or university degree and now recognize the role of experience in preparing an individual for the role of SFL or TFL.

Take a look at the updated application:

- [SFL Application](#)
- [TFL Application](#)

All the details can be found on [our website](#) under "How to become an SFL or TFL" tab.



Free CEC Quiz: Three Steps to Creating Your Fitness Brand



Longing for client recognition and that competitive edge? Consider finding your own personal brand. Irina Almasan, BCRPA-Registered Personal Trainer, marketer, and owner of Tone Every Zone and Simplifit Marketing, presents a [three step process for creating your own Fitness Brand](#).

[Read the full article here](#), then test your knowledge and [complete this CEC quiz](#) to earn 1 FREE Continuing Education Credit (CEC).

Note that CECs for completed quizzes will be added to your account on The Registry® no earlier than March 29, 2019.

Featured Professional Development Opportunities = More CECs!

Did you know that BCRPA keeps a running [list of courses and workshops](#) that are approved for CECs? Attend a number of different sessions and earn the credits you need for your next renewal. Here's a snapshot of some of the sessions that are coming up:

| Location | Date | Title | CECs | Contact |
|-------------------------|----------|--|------|---|
| Kelowna | Mar 9 | Building Core Strength for Life | 16 | North American School of Yoga – 778.214.1272 |
| Kitimat | May 4 | Tabata GX | 6 | Fitness Marketing Group – 1.888.290.3488 |
| Prince Rupert | April 6 | The Making of a Stronger Fitness Instructor | 4 | CALA – 416.751.9823 |
| Victoria | March 31 | Finding Balance: How to Add Dual Task Training, Vestibular Exercises and Agility in your Classes | 4 | Active Initiatives – 250.550.8024 |
| Online | Ongoing | Intro to Aquatic Fitness Training | 2 | Physical Expressions – www.phys-x.ca |

For more opportunities – including online distance-education that you can complete from home – visit the [Courses and Workshops listing](#). This listing is updated every two weeks, so be sure to check back often!

Remember, when you're BCRPA-Registered, you're registered provincially and nationally, and internationally recognized!



Head's up: Canadian Fitness Industry Trends for 2019

Last year we invited our fitness leaders to participate in the [National Fitness Leadership Alliance of Canada](#) national survey of fitness trends. Your comments, along with those of fitness professionals from across the country, have not been tabulated. Here are the top fitness trends identified for 2019:

Trend #1 – HIIT is still HOT

In 2018, we continued to see an explosion of high-intensity interval training (otherwise known as HIIT) and many new chains and gyms that are basing their programs on wearable technology. As we head into 2019 this is not expected to change much.

Trend #2 – 60 is still the norm

People are short on time, but most are still choosing either the 60- or 45-minute classes over the 30-minute fitness snacking programs. As much as the 30-minute classes are good, they don't leave participants feeling as fulfilled as they do with longer classes.



Trend #3 – Yoga is not going anywhere anytime soon

While yoga has been a top discipline for a very long time (thousands of years), it has mostly been something that people feel they really need, not just to work and stretch tired muscles, but to give them a mental break each week. The trend in 2018 was towards more experiential yoga classes, including practicing in unique settings, outside in winter, with farm animals or even at iconic locations and times. Lunchtime yoga classes continue to be well attended. Fitness enthusiasts strive to find opportunities anytime, anywhere.

Trend #4 – Using Fitness Technology is SMART

Working with groups of people at various fitness levels can be a challenge. By using group wearable technology, individual members can see their personal progress during the class. Everyone is short on time and this can ensure that everyone is working at their perfect exertion rate.

Trend #5 – Certified Fitness Leaders Always

One might think that all gyms use certified instructors, but this is not always the case. However, we're happy to report that every year more gyms see the value in the training and education of leaders and ensure that the people they hire have national and provincial credentials from associations like BCRPA & NFLA.

Trend #6 – Personal Trainers report equal weight loss and strength training goals

While healthy living is always on trend, our personal trainers reported that it seems the top two reasons why people visit them is still an equal distribution of those looking to lose weight and those who are looking to increase their individual strength.

Trend #7 – Dumbbells, dumbbells, dumbbells

Though there have been many innovative tools released in the last 20 years, most strength training classes are still using dumbbells regularly.

Trend #8 – Fascial Fitness

Many participants deal with muscle imbalance and using foam rollers and other techniques can help them self-manage. Only recently, we have come to understand that the muscular connective tissue – the fascia – is one of the most underestimated tissues of our body.

BCRPA is a member of the [National Fitness Leadership Alliance of Canada](#) (NFLA), a partnership of provincial not-for profit organizations dedicated to the advancement of exercise accreditation and leadership. The NFLA currently has over 10,000 certified fitness leaders in Canada.

Welcome to Canada's NEW Food Guide

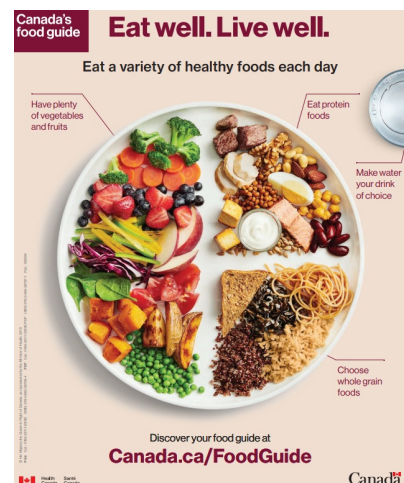
The long awaited changes to [Canada's Food Guide](#) have been released and the changes are significant:

Serving size to proportions – serving size has been replaced with proportions. Gone is the emphasis on measuring a serving size, to looking at proportions and asking yourself a simple question - what proportion of your diet is comprised of fruits and vegetables, whole grains and protein? To guide you, Health Canada has depicted the new food guide as a plate of food with half the plate fruits and vegetables, and the other half whole grains and protein.

Gone are the four food groups – this has been reduced to three: Fruits and Vegetables, Whole Grains and Protein. Health Canada's message is to eat more plant-based foods, less meat and dairy and to get most of your protein from plant based foods.

Make water the beverage of choice – this is to promote hydration and reduce the consumption of sugary and alcoholic beverages.

What not to eat - typically focused on what to eat, the food guide now also speaks to what not to eat with a direction to reduce the consumption of processed and prepared foods high in sodium, free sugars and saturated fats.



How to eat - the guide also ventures into eating behavior, recommending that we cook our own meals more often, be more aware of what we eat and to eat more of our meals with others.

Read all the details about the new [Canada Food Guide here](#).

Move More and Sit Less with the PASKI Support Kit



British Columbia health and fitness professionals, researchers and patient partners have [created a repository of vetted online resources](#) to guide and motivate people living with chronic health conditions to be physically active. This repository is the product of the "Physical Activity Support Kit Initiative (PASKI)."

[Check out the PASKI website](#) to access pamphlets and videos that can guide which types and amount of physical activity are appropriate for specific chronic health conditions as well as what equipment and programs are available in BC to help patients partake in the preferred activities.

Social Media: Stay Connected!

Be sure to connect with us on social media - we're on Facebook, Twitter, and Instagram.

We want to know what you're up to too! Use the hashtag #bcrpa to keep us (and your peers!) in the loop on how you are promoting active and healthy lifestyles in your communities.

Facebook - [BCRPA Fitness](#)

Twitter - [@BCRPA](#)

Instagram - [@BCRPA](#)

QUICK LINKS

**BCRPA pre-approved
courses and workshops**

The Registry OF FITNESS
PROFESSIONALS

**Conversation
Corner**

Enter BCRPA's Online Collaboration Site



Membership Benefits

LadySport

LadySport and FitFirst host an instructor [discount program](#) for all eligible BCRPA instructors.

Check out [our list](#) of over 25 more companies across BC offering discounts from 10 - 50% for registered BCRPA fitness leaders.

JOB POSTINGS

- [See ALL job postings](#)

FEATURED POSTINGS

- [Personal Trainer and Fitness Technician | Central Kootenay Regional District](#)

- [Oxygen Yoga & Fitness is Looking for You! | Lower Mainland](#)
- [Recreation Workers VI - Group Fitness Instructor - Aquatics - Auxiliary - Ongoing Recruitment Opportunity | Lower Mainland](#)