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
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.
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.

ACEfitness.org/Advocacy
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.

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.
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
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.
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.
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.

From 25 to 50
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.
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.
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.

438.5K

Total number of **education** hours delivered
2014 GROWTH IN NEW ACE CERTIFIED PROFESSIONALS

- ACE Certified Personal Trainers: +29.1%
- ACE Certified Health Coaches: +42.3%
- ACE Certified Group Fitness Instructors: +50.6%
- ACE Certified Advanced Health and Fitness Specialists: +59.2%

Total number of current ACE Certifications: 60,708
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.

- **4.9 MILLION** Visits to ACEfit.com
- **3.9 MILLION** Unique visitors to ACEfit.com
- **1.9 MILLION** Views on ACE YouTube channel
- **33K+** Number of new “Likes” on ACE Facebook properties
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,  
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Chief Science Officer

Janet Frenkel,  
Chief Operating Officer

Alex Mirnezam, MBA,  
Chief Financial Officer