

AMERICAN COUNCIL ON EXERCISE<sup>®</sup>

2015

IMPACT REPORT

GETTING  
PEOPLE  
MOVING

A LOOK AT THE  
IMPACT THE AMERICAN  
COUNCIL ON EXERCISE  
HAD ON HEALTH AND  
FITNESS PROFESSIONALS  
AND THE WORLD AROUND  
US IN 2015.

**ACE**<sup>®</sup>  
AMERICAN COUNCIL ON EXERCISE

**THROUGH INVESTMENT AND  
COMMITMENT TO THE FITNESS  
PROFESSION, OUR MISSION  
IS TO GET PEOPLE MOVING.  
HERE IS ACE'S 2015 IMPACT:**



## **SPREAD THE WORD ABOUT HIGH-QUALITY PHYSICAL ACTIVITY**

ACE continued to work on extending our reach to the public on all things focused on getting people moving.

**4.7M** —

The number of visits to ACEfitness.org and ACEfit.com for science-based articles on health and fitness.

**108M** —

The number of times people worldwide were exposed to ACE content delivered via social media channels, providing encouragement and specific instruction on how to get moving—and help others get moving—in ways that are safe, science-based and engaging.

**1.1B** —

The total number of views stemming from 735 news stories in which ACE science was featured or ACE representatives were cited.



# ADVOCATED FOR THE PROFESSION

ACE continued to advocate for a future in which fitness professionals help exponentially more people get moving.

## WASHINGTON, DC:

DC served as the epicenter of the growing interest by state and local governments to regulate personal trainers to a specific standard. ACE was there.

### BEFORE THE DC CITY COUNCIL AND RELEVANT REGULATORY AUTHORITIES:

ACE called on the DC government to implement its new regulation in a way that lays groundwork for DC residents to have confidence that their fitness professionals are well-qualified while avoiding unnecessary burdens on practicing professionals and facilities.

### IN THE MEDIA:

ACE spoke on behalf of the profession in the *Washington Post*, *Wall Street Journal*, and monthly magazines including *Outside*.

## U.S. CONGRESS:

### ON ADVOCACY EFFORTS TO INCREASE ACCESS TO PHYSICAL ACTIVITY:

As part of the PHIT Coalition, a group convened to garner support for the Personal Health Investment Today (PHIT) Act, ACE advocated for expanding the IRS definition of “qualified medical expenses” to include physical activity as a form of prevention. The PHIT Act would allow Americans to use money in pre-tax medical accounts to pay for physical-activity expenses.

## AT OUR HEADQUARTERS:

ACE hosted the San Diego delegation as well as key individuals from fitness, academia, non-profits, private business, local community coalitions and medical groups for a roundtable discussion on policy changes that could increase physical activity.



## PHIT COALITION

# 148,000

– The number of certifications verified and listed on the US Registry of Exercise Professionals (USREPS.org) maintained by the Coalition for the Registration of Exercise Professionals (CREP). Leveraging leadership capacity within CREP, ACE led the charge to educate aspiring fitness professionals to choose a certifier that holds accreditation by the National Commission for Certification Agencies (NCCA). ACE also called on fitness certifiers that don't currently offer NCCA-accredited programs to pursue it for the good of the profession and all those it seeks to serve.



## PRESSED TOWARD PREVENTIVE CARE

ACE again led the fitness profession with new offerings that empower and equip professionals to reach patients and others who want to play a hands-on role in fighting chronic conditions.

### LAUNCHED NEW MEDICAL EXERCISE SPECIALIST CERTIFICATION

New ACE certification prepares professionals to create programs for post-rehabilitative clients recovering from cardiovascular, pulmonary, metabolic and musculoskeletal conditions and help individuals adopt healthy lifestyle behaviors to prevent conditions from occurring.

# 3.7M

— The number of participants ACE estimates were impacted in 2015 by ACE Certified Professionals with specialty training in behavior change, health coaching and medical exercise.\*

### ON THE EFFICACY OF BEHAVIOR-CHANGE INTERVENTIONS

ACE began laying the groundwork for peer-reviewed studies that focus on physical activity-based behavior-coaching interventions, particularly for those with certain risk factors for preventable disease and other chronic conditions, to demonstrate the effectiveness of such interventions at improving health outcomes.

\*Both directly and indirectly by setting an example for immediate family members.



# EQUIPPED PROFESSIONALS TO GET PEOPLE MOVING

## 2015

BY THE NUMBERS

**58K**

— Total number of professionals now holding ACE Personal Trainer, Group Fitness Instructor, Health Coach or other ACE certifications.

**31.1M**

— The number of client sessions led by ACE Certified Personal Trainers in 2015.

**39.2M**

— The number of participants in classes led by ACE Certified Group Fitness Instructors in 2015.

**3.9M**  
PER WEEK

— The number of people estimated to have been positively influenced by the 58,000 ACE Certified Professionals in 2015.\*

**674**

— The number of colleges and universities using ACE curriculum in classes to equip students around the nation to become the next leaders in the health and fitness space.

## BUT WE'VE GOT A LONG WAY TO GO.

The 3.9 million lives potentially impacted by the 58,000 ACE Certified Professionals in one week represents only 1% of the US population. ACE has only scratched the surface of its mission to get vastly more people moving.

\*Both directly and indirectly by setting an example for immediate family members.

### EXECUTIVE TEAM

SCOTT GOUDESEUNE  
PRESIDENT AND CEO

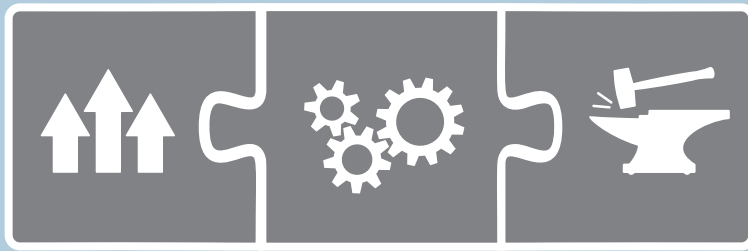
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VICE PRESIDENT,  
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# FORGED AND STRENGTHENED COLLABORATIONS

ACE continued to lead and work alongside other forward-thinking, like-minded organizations to expand the commitment to physical activity and forge a bright future with even more opportunities for the profession.





# DELIVERED INDEPENDENT RESEARCH

In 2015, ACE continued to evaluate fitness trends and practices by commissioning independent studies with university researchers and other key partners.



# 90K

— The number of professionals reached via ACE's online publication featuring the latest research and training strategies and results from academic studies on trends, programs and practices from Bikram yoga to activity-tracker accuracy.



# CONTRIBUTED TO THE PUBLIC GOOD

At ACE, we know that access to resources (and leaders) to help get people moving isn't always readily available. Here's what we did in 2015 to extend our reach and help get the right people in the right places to increase physical-activity opportunities nationwide.



# 5,000

— The number of youths that stand to be guided toward a lifelong commitment to physical activity by ACE Certified Professionals who received the Ash Hayes Scholarship in 2015, if each scholarship recipient helps just 10 young people.

# 23,495

— The number of people estimated to have been impacted by the 925 recipients of the ACE Salute You Scholarship to date.\* The program awards 500 qualified individuals leaving active duty military service every year all materials necessary to prepare and earn an ACE Personal Trainer Certification for free.

\*Both directly and indirectly by setting an example for immediate family members.



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