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Media Release – Does That ‘Expert’ Really Know What They are Talking About?

From: NZ Register of Exercise Professionals



Does That ‘Expert’ Really Know What They are Talking About?

Open up Facebook, check your inbox, speak with colleagues at work and you’ll hear a hundred different ‘tried and true’ reports on how to successfully lose bodyfat, get strong, reduce stress, be a better person, take control of your health, and cure any number of diseases.

With the seemingly endless stream of information on what the best exercises are, what to eat, what products to buy, it can be difficult to workout fact from a good sales pitch, or a brilliantly executed celebrity endorsement.

The ready availability of this information means that you are empowered to be able to educate and help yourself, and the good news is that so much of what is available is positive, well researched and aimed at really helping you reach success. However, improving your fitness levels, or maintaining good health takes work. While the advice you get should offer to make things easier for you, there is still no magic pill or one off workout you can do that replaces consistent healthy eating and regular movement. Don’t let anyone tell you otherwise!

The key to success is that you follow a plan you can stick to, and can do well. Success won’t come if you can’t maintain the recommendations given because of barriers like time, motivation, or finances.

Thinking about supplementing your diet? There are those that will suggest that lack of exercise and lifestyle choices can be overcome by simply introducing supplements, which are claimed to minimise the negative effects of any bad habits. Supplements are a food or food based product that are added in order to complete or enhance it. Supplements range from ‘superfoods’ at one end, which are naturally occurring foods that are said to have high health benefits, through to pills and supplements that bear no resemblance to whole food, but are said to contain health improving elements.

There is plenty of research to indicate that certain foods have higher vitamin and mineral content than others, and in the case of a dietary lack due to illness or circumstance, supplementation can be very beneficial. However, you can't overcome a sedentary lifestyle or unhealthy diet simply through supplementation, so any gains from superfoods may add to health but will not, in isolation, create it.

Inspired by the stories of social media influencers? A social media influencer is a person on social media who has created a level of credibility in a specific industry and has created an income stream from it. The difference between an influencer, and a recognised professional within an industry is that an influencer is more likely to base their expertise on their lived experience, rather than through qualification and skill. While it can be motivating to see what others are experiencing on a journey to similar goals, it is important to understand that motivation is important, but not a replacement for qualified and appropriately experienced personalised advice.

Looking online to change up your workout? Getting inspiration for your next workout from an online app or website can mean you get motivating ideas at your fingertips. This is perfect if you are in good health already, and have some exercise experience. The ideal app or online programme is one that has been designed by someone with an exercise qualification and professional background.

So to make sure that the exercise advice you get is safe and effective, it is always important to ensure that the person giving that advice is appropriately qualified, skilled and registered. Having a large social media presence alone is not enough.

Contact details for further information about the exercise industry:

NZ Register of Exercise Professionals, Registrar Stephen Gacsal

Email: stephen@reps.org.nz telephone: 0800 55 44 99 website: www.reps.org.nz

NZ Register of Exercise Professionals (REPs) - Independent not for profit quality mark of exercise professionals and facilities. Using REPs Registered Exercise Professionals is the "warrant of fitness check" that exercise professionals and facilities meet New Zealand and internationally benchmarked standards to deliver safe exercise advice and instruction. REPs is affiliated globally to other national exercise professional registers representing over 210,000 exercise professionals through the International Confederation of Registers for Exercise Professionals (ICREPs) - www.icreps.org

Exercise Association of New Zealand, Chief Executive Richard Beddie

Email: richard@exercisenz.org.nz, telephone: 0800 66 88 11 website:

<http://www.exercisenz.org.nz>

Exercise Association of New Zealand - Not for profit exercise industry representative organisation. Its *mission is to proactively support a sustainable exercise and fitness industry in New Zealand by growing participation in structured exercise through advocacy, information and industry standards.*

