

Trends in the Health & Wellness Industry

1. **High-Intensity Interval Training (HIIT):** HIIT, which involves short bursts of activity followed by a short period of rest or recovery, jumps to the top of this year's list. These exercise programs are usually performed in less than 30 minutes.
2. **Body Weight Training:** This is the first appearance of this trend in the survey. Body weight training uses minimal equipment making it more affordable. Not limited to just push-ups and pull-ups, this trend allows people to get "back to the basics" with fitness.
3. **Educated and Experienced Fitness Professionals.** Given the large number of organizations offering health and fitness certifications, it's important that consumers choose professionals certified through programs that are accredited by the National Commission for Certifying Agencies (NCCA), such as those offered by ACSM.
4. **Strength Training.** Strength training remains a central emphasis for many health clubs. Incorporating strength training is an essential part of a complete physical activity program for all physical activity levels and genders. (The other essential components are aerobic exercise and flexibility.)
5. **Exercise and Weight Loss.** In addition to nutrition, exercise is a key component of a proper weight loss program. Health and fitness professionals who provide weight loss programs are increasingly incorporating regular exercise and caloric restriction for better weight control in their clients.
6. **Personal Training.** More and more students are majoring in kinesiology, which indicates that they are preparing themselves for careers in allied health fields such as personal training. Education, training and proper credentialing for personal trainers have become increasingly important to the health and fitness facilities that employ them.
7. **Fitness Programs for Older Adults.** As the baby boom generation ages into retirement, some of these people have more discretionary money than their younger counterparts. Therefore, many health and fitness professionals are taking the time to create age-appropriate fitness programs to keep older adults healthy and active.
8. **Functional Fitness.** This is a trend toward using strength training to improve balance and ease of daily living. Functional fitness and special fitness programs for older adults are closely related.
9. **Group Personal Training.** In challenging economic times, many personal trainers are offering more group training options. Training two or three people at a time makes economic sense for the trainer and the clients.

10. **Yoga.** Based on ancient tradition, yoga utilizes a series of specific bodily postures practiced for health and relaxation. Includes Power Yoga, Yogalates, Bikram, Ashtanga, Vinyasa, Kripalu, Anurara, Kundalini, Sivananda and others.
11. **Anti-Obesity Campaign: Healthy Weight Loss with Lifestyle Changes for longevity.** Though the trends show a slight reduction (early stages of the results) in childhood obesity the national average for the standard adult is still showing an increase in BMI numbers.
12. **Youth exercise programs for the prevention of obesity.** Many steps have been taken to reduce the national average as it relates to childhood obesity, but the focus now trends towards lifelong healthy activities and nutritional change.
13. **Circuit Training.** This activity was very popular back in the 1980's and early 1990's, as far as station training. The new trend is geared more towards the combined program with both strength and cardiovascular training.
14. **Worksite Health Promotion.** Many companies are seeing the need to utilize preventative health care and fitness/wellness programs that reward team members for participation and positive results/advancements in their health IQ programs.
15. **Life coaching/Wellness Coaching.** Along with personal training the trend of life/wellness coaching focuses on the 3 tear approach of a mind, body and spirit balance.
16. **Technology/mobile applications.** The industry is looking at a variety of ways to connect with members and guests via technology and mobile applications. These include real time registration, online membership sales, coaching, training and applications that track and engage members throughout the day as to their health/wellness progress.

Sighted Sources:

American Counsel on Sports Medicine (ACSM)

National Academy of Sports Medicine (NASM)

American Council on Exercise (ACE)

Examiner.com

Center of Disease Control

Gartner.com

RECREATION DIVISION

TRENDS

I. PRESCHOOL / CHILD CARE

- Accreditation literacy more prevalent.
- Educating children at an earlier age than preschool.
- Economy slowly on the rise, increase in need for full day care.
- Among those children not yet enrolled in kindergarten, the percentage of three- to five-year olds enrolled in full-day prekindergarten and preschool programs increased from 21 percent in 1994 to 26 percent in 2012.

II. YOUTH ATHLETICS

- The percentage of inactive 6-to-12-year-olds—youths involved in no physical activities over a 12-month period—rose to near 20% in 2012 from 16% in 2007, according to the SFIA/Physical Activity Council survey. Inactive 13-to-17-year-olds rose to 19% from 17%.
- Volunteer recruitment continues to be a challenge.
- Families are registering their children in sports according to the districts they will be playing for in high school.
- Year round training, travel teams and club leagues restrict the ability to participate in multiple sports.
- Demand for field rentals continues to increase with independent teams and leagues.
- Travel teams have a higher demand for lighted fields.
- Mini Soccer, games are played on a field 8th the size of a full size field, with 5 or 6 players per team.
- Shortened seasons to accommodate busy families, along with 1 day tournaments.
- Old games from left field dodge ball, Pickleball, wiffleball, badminton, kickball, tug of war. These also include backyard picnic themed events.
- Water polo and/or inner tube water polo.

III. SENIOR PROGRAMS

- As America's senior population grows, park and recreation agencies need to consider new lifestyle and financial factors to best serve this demographic.

- Seniors are looking for a wide variety of program opportunities; social and passive. Including targeted special events, trips and programs.
- Drop in programs are appealing to this demographic.
- Life expectancy is substantially greater today than in the past 60 years.
- Enhanced discretionary income; want to participate in more social environments.
- Enhanced leisure literacy; saturated market for baby boomer activities (social and physical).
- Expanded Pickleball space for indoor and outdoor programming
- Partnerships with outside groups, i.e. The Arthritis Foundation or other local groups, townships, village and park districts for joint programming.
- Continuing education programs, life-long learning opportunities.

IV. SPECIAL EVENTS

- Family oriented events apply to all demographics, affordable, shorter events, condensed events with multiple activities going on at one time (the 2-3 hour wow event). This would allow for families to commit easier.
- Children Series Concerts appeal to different age groups.
- Our area is saturated with special events, expos and attractions.
- Adding diversity (ethnic based events/rentals) in special events will attract the targeted audience.

V. GENERAL PROGRAMMING

- Beginner and 101 programs are appealing to adults, allowing participants the opportunity to test the waters with little risk involved.
- Get families active on a low budget.
- Conservation/Nature programs bring children back outside.
- Connect youth to the natural world and provide job skills.

VI. ADULT ATHLETICS

- Pickleball is one of the fastest growing sports in the country. Estimated 131,000 number of players in the US estimated by USAPA. 39 new pickleball venues coming online each month in U.S. Age among USAPA Members; Age 39 and under 6%, age 40-59 24%; age 60+ 70%.
- Desire to get potential players into a game more quickly, with less equipment and sometimes fewer people required for a game (ex: mini soccer, ultimate Frisbee).

- Adults are taking a trip down memory lane by unwinding with games they remember from childhood or decades past (ex: wiffleball, kickball).
- Challenged events and themed races tend to attract droves of community members who wouldn't normally participate in recreation events or leagues.
- Shortened seasons; cutting back time commitment.
- Ultimate Frisbee an open play activity that does not require referees.

VII. Performing Arts / Creative Arts

- Photography capturing a lot of interest.
- Theater arts help children develop artistically and socially. Children gain confidence through the arts that touches their lives in many ways both on and off the stage. Between 1991 and 2010, the percentage of eighth-grade students participating in school performing arts declined moderately from 55 to 46 percent. In 2011, the proportion increased to 50 percent. The percentage of tenth- and twelfth-graders participating in school performing arts has neither increased nor decreased significantly during this same period, fluctuating between 36 and 42 percent among tenth-graders, and between 39 and 42 percent among twelfth-graders. Performing arts participation in 2011 was 37 percent among tenth-graders, and 39 percent among twelfth-graders. Performing arts declined moderately from 55 to 46 percent.
- Creative play programs, nature based supplies allowing for interpretation and exploration.
- Partnering with local arts and crafts groups
- Establish an agreement for providing creative arts programming through local colleges.

VIII. HEALTHeKids (include if district agrees this is a focus for HEPD)

- Improving the nutritional quality of snack foods and beverages
- Help increase children's physical-activity levels within our programs.
- Increase awareness of parks, playgrounds, walking paths and other opportunities to be healthy.
- Provide literature on nutrition, health and wellness to our residents and participants. HEALTHeKids Newsletter
- Bringing nutrition programs into parks.

Sighted Sources:

American Heart Association

Robert Wood Johnson Foundation

SFIA/Physical Activity Council

Child and Adult Care Food Program (CACFP)

US Social Security Administration

Green Spaces Restoration and Urban Naturalist Team (GRUNT)

National Institute for Early Education Research

USA Pickleball Association (USAPA)

NRPA Parks & Recreation Magazine

National Assembly of State Arts Agencies

Child Trends original analysis of monitoring the Future survey data, 1991 to 2011.

Community Center Based Trends

1. **Space for programming active older adults.** As the population ages and the number of older gym-goers increases, classes designed for older adults will multiply. Says Colin Milner, CEO of Canada's International Council on Active Aging, "By 2017, 50 percent of people who walk into a health club will be over the age of 50.... Over the age of 80, 46 percent of people cannot lift 10 pounds. There is a necessity to help people be stronger longer as people need to be driven by quality of life and not just longevity."
2. **Green/Sustainable Design/Improvement.** Fossil fuel reduction initiatives, water conservation practices, fiscally designed spaces with multi-use, smart building design focusing on natural lighting and efficient performance. Green roofs, providing programming space and energy reduction services. Indoor environmental quality (low VOC).
3. **Strong pedestrian/bikeway connection.** Providing Community Based Centers that provide a hub or connection to connecting pedestrian and bikeways. These facilities would support travelers much like train stations between stops.
4. **Having a unique component that sets your community center apart.** Facilities need to realize that they cannot provide all services to all people, providing a need while adding value to a large targeted audience.
5. **Open and inviting entrances.** Common areas that invite community and interaction, utilizing non program spaces for leisure services, i.e. chess, cards, passive activities.
6. **Facilities that serve as a community gathering place.** Providing space for outside groups to utilize for outreach services and emergency disaster areas.
7. **Accessibility.** Allowing all individuals to utilize the centers without discrimination including social equity, including financial.
8. **Outsourcing of Services.** Many facilities are looking at outsourcing services for programs that provide specific needs, i.e. indoor tennis, climbing walls, pro shops.

9. **Children's fitness areas.** Specific areas within the facilities that provide healthy activities for children, i.e. youth fitness centers, climbing programs, technology based services.
10. **Partnerships.** Community based centers partnering to provide services to the community, i.e. hospitals, libraries, Forest Preserves, allowing a shared cost program that allows communities to offer services from best practices but the experts in each area are providing the services. **Creative/Educational Resource Centers** – creation of activity spaces with outreach focus.

Sighted Sources:

Matt Ross Community Center. Unique Features Presentation

Recreation Management Magazine

National Parks & Recreation Association Magazine

Athletic Business

International Facility Management Association Journal