

# health club management

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## per-olof åstrand

on 60 years of promoting a scientific approach to fitness

EVERYONE'S TALKING ABOUT...

**NUTRITIONAL GUIDANCE**

ARE HEALTH CLUBS OFFERING ENOUGH ADVICE ON DIET?

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## ben pratt

premier training international • fitness and nutrition trainer



“**N**utritional advice is often an after-thought to fitness training. This is despite the fact that exercise may fill three to five hours of an average person’s week, while meals use from eight to 16 hours. This calls for a simple comparison: nutrition is twice as important as exercise!

Gym instructors play an important role in health clubs. However, government standards do not require that instructors have any more than an absolute basic grasp of nutritional concepts, and they do not get enough individual time with members to put in place successful strategies for action. PTs, meanwhile, have the accountability and time to bring about significant change in their clients’ eating habits.

Clubs could maximise their potential in nutrition by offering PT packages priced to include different services, such as nutritional guidance. A separate clinic within the club creates an elitist feel which may discourage members from getting involved. If the service is kept simple, and as an addition to already popular PT services, it’s likely to appeal to a wider range of clients.

Trainers must be suitably qualified to give advice, though bear in mind that most qualifications map to government guidelines on nutrition, which have been open to much scrutiny recently.”