

# Alberta Fitness Leadership Certification Association (AFLCA)

## HIGHLIGHTS 2007-2008

### OVERVIEW

Facilitating training and certification of fitness leaders and trainers in Alberta since 1984, the Alberta Fitness Leadership Certification Association brings together more than 250 agencies in a provincial not-for-profit association. Through these agencies and under the guidance of the AFLCA, fitness leaders receive the best in leadership programming.

AFLCA leaders also benefit from national recognition within the National Fitness Leadership Alliance. Leaders can transfer credentials across provinces thus increasing their credibility and recognition. "The Official Fitness Leadership Certification," AFLCA accreditation provides professionalism, standardization, and consistency in fitness leadership.

### AFLCA Programs/Services

#### CERTIFICATION COURSES:

- Exercise Theory
- Distance Education Exercise Theory
- Group Exercise
- Aquatic Exercise
- Resistance Training
- Fitness for the Older Adult
- Recertification
  
- Arthritis and Exercise program
- Ever Active Adults program
- Ever Active Kids program
- Functional Exercise Program
  
- Train the Trainer Course
- Trainers Biennial Conference
- Assistant Trainer Course
- Fit Rendezvous Conference



### Program Development

- Group Exercise Leader certification development continued. The new certification structure better meets the needs of exercise professionals, agencies, coordinators who hire leaders, and the whole fitness industry.
- New designations in choreography, portable equipment, cycling and mind-body exercise were established, to be launched September 2008.
- An Exercise and Arthritis Train the Trainer course was held at the Trainers Biennial Conference.
- Fitness Leader 35 brings the AFLCA Fitness Leadership program into Edmonton Public high schools. Approved by Alberta Learning, the course provides students with an opportunity to experience the role of fitness leader. Through this encounter, students may choose further study at a postsecondary level or employment as fitness leaders.
- The Ever Active Kids program encourages leaders in both fitness and recreation to promote positive age-appropriate activities.
- Industry meetings were held in Edmonton and Calgary with fitness programmers and training agencies.

### Vision Statement

*AFLCA Professionals inspire Albertans to practice healthy active lifestyles.*

### Mission Statement

*AFLCA advances fitness leadership excellence through accreditation and education.*

supported by:



Alberta



- The Ever Active Adults program increases opportunities for physical activity among older adults. Designed for practitioners in seniors' housing facilities, this popular program offers opportunities to network, learn, and access resources and services for older adults. The AFLCA delivered two Ever Active Adults courses in 2007-08, certifying 24 practitioners.
- The AFLCA Fitness for the Older Adult specialty trains leaders for older adult exercise classes in the community setting.

## 2007-2008 IMPACT STATISTICS

*Approved  
certification courses*  
**206**

*Total Approved continuing  
education courses*  
**140**

*Total Certified leaders*  
**1,873**

*Total Leaders recertified*  
**409**

*Total Leaders certified*  
**207**

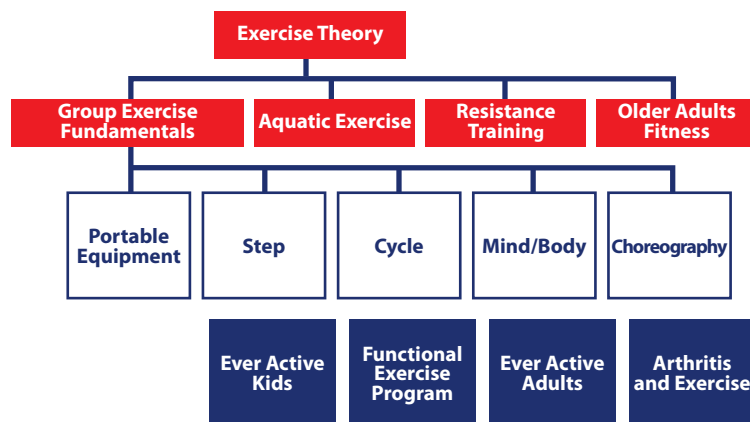
## Events and Professional Development

- Fit Rendezvous Conference (May 4–6, 2007, Edmonton), a western Canadian tradition for fitness leadership, with over 500 fitness and exercise professionals attending.
- 140 continuing education opportunities offered by partner agencies in Alberta.
- The Fitness Informer, published three times a year, distributed to over 3,000 fitness professionals, agencies and members.

## Partnerships

- The AFLCA is a member of the National Fitness Leadership Alliance. The NFLA partners Canadian not-for-profit provincial and territorial fitness delivery organizations dedicated to developing, promoting, and implementing national standards for training and certification of fitness leaders:
- AFLCA—Alberta Fitness Leadership Certification Association
- BCRPA—BC Recreation and Parks Association
- SPRA—Saskatchewan Parks and Recreation Association
- MFC—Manitoba Fitness Council
- OFC—Ontario Fitness Council
- NSFA—Nova Scotia Fitness Association
- FNB—Fitness New Brunswick
- IFC—Island Fitness Council
- Newfoundland and Labrador Provincial Government

## New AFLCA Group Exercise Leader Model



## 2008-2009 PRIORITY AREAS

- Perfect and phase in the new Group Exercise Leader Certification
- Develop and deliver the Functional Exercise Program for older adults
- Develop an additional Aquatic Exercise Module, for deep and shallow water-based activities
- Host Ever Active Kids courses throughout Alberta
- Promote Fitness Leader 35 course in high schools throughout Alberta
- Coordinate Fit Rendezvous 2008 in Edmonton and begin planning for Fit Rendezvous 2009 in Calgary.
- Practitioners and leaders working with older adults, watch for this! The new AFLCA Functional Independence for Older Adults Exercise Training Program for Practitioners demonstrates practical, safe, and appropriate movements designed specifically for older adults. This program will complement the Ever Active Adults and the Fitness for the Older Adult certifications. Kick Off - Spring '09.

