



**INCLUSIVE  
FITNESS  
COALITION**  
*ACTIVELY MOVING FORWARD*

## Health and Fitness Workgroup

### Strategic Plan

**ASK: No person with a disability left out of health and fitness clubs due to lack of access.**

**NEED:** People with disabilities continue to be excluded from health promotion and fitness because of the barriers they experience getting *to* and *into* facilities, finding accessible exercise equipment and programs, and locating a fitness professional who they can afford and is knowledgeable about their disability. This workgroup will focus on creating less unfriendly fitness and recreation environments for people with disabilities in order to impact the health risks associated with sedentary lifestyles often seen in this [population](#).

### **GOALS:**

- Increase inclusion and reduce barriers faced by people with disabilities in health and fitness settings by providing various toolkits to educate a wide-range of target audiences including consumers, fitness professionals, and health club owners/staff.
- Increase awareness of the Inclusive Fitness Coalition by providing information and resources at health/fitness conferences on a national level.
- Address social stigmas through advocacy materials targeting people with disabilities in health and fitness settings
- Support the new ASTM International standards on [Inclusive Fitness Equipment](#)

### **PRIORITY TASKS:**

- Review ASTM Standards for Inclusive Fitness Equipment and create report for group
  - Create user-friendly resources to support along with a marketing strategy
- Review and update Accessibility Toolkit
- Produce new toolkits:
  - Topic: IDD/ Target Audience: Fitness Professionals
  - Topic: Inclusive Marketing/Target Audience: Health Club Owners
  - Topic: Disability Awareness/ Target Audience: Health club staff/Fitness Professionals
- Work with ACSM to support marketing and awareness initiatives for the Certified Inclusive Fitness Trainer (CIFT)
- Create catalog of current Health and Fitness conferences/events to disseminate IFC materials
- Strategize the development of advocacy materials and/or a social media campaign addressing social stigmas and empowering people with disabilities to know their rights and get active

*This workgroup meets via bi-monthly conference calls. Please contact Chris Mackey, Workgroup Chair at [Chris.Mackey@dhhs.nc.gov](mailto:Chris.Mackey@dhhs.nc.gov) for more information and to join the group.*

ACTIVELY MOVING FORWARD

WWW.INCFIT.ORG

## Framework for Action

**Vision:** Create a unified effort to increase access to and participation in physical activity for youth, adults and seniors with physical, cognitive and sensory disabilities.



### Policy

No child, youth or young adult with a disability left on the sidelines.

Ask **1**

Ask **2**

### Health and Fitness

No person with a disability left out of health and fitness clubs due to lack of access.



### Inclusive Play

No child with a disability being left indoors due to lack of inclusive play environments.

Ask **3**

Ask **4**

### Veterans

No veteran with a disability left to re-engage in society without being served through inclusive sport and recreation.



The Inclusive Fitness Coalition is an expanded group of organizations representing a cross-section of the disability rights, sports, health/fitness & civil rights communities. Founding organizations are the National Center on Health, Physical Activity and Disability (NCHPAD) and the American College of Sports Medicine (ACSM).

**Join the movement on an Emerging National Priority: Health/Fitness Promotion for People with Disabilities and Activity Limitations!**