



Wearable Tech: How to harness the benefits

Wearables – fitness trackers, smart watches, HR monitors, and GPS tracking devices – are a booming industry!

[Wearable technology was the no. 1 trend in the most recent worldwide fitness trends survey](#) conducted by The American College of Sports Medicine (ACSM) – and has been since 2016!

[The use of wearable technology in the healthcare sector is only going to extend](#) according to Soreon research – with a predicted increase of investments into the healthcare sector from \$2 billion in 2014 to \$41 billion in 2020.

[EXOS Performance specialist Cody Carter](#) believes "*we're entering a phase in the health and performance industries where technology and people have to find ways to work together. When fitness professionals embrace wearables and use data to their advantage, it can improve business and help more people meet their goals*". So let's take a look at how trainers and instructors can harness the benefits of wearable tech...

“I think if a wearable can be our assistant coach, that can be a game changer”

Cody Carter, a performance specialist at EXOS



[Wearables have appealed mostly to younger people according to eMarketer](#). 24 percent of those ages 25 to 34 had a wearable device in 2015, while 6.5 percent of those ages 55 to 64 had one. Young consumers were still the largest group of wearable users in 2019, with penetration among the 25 to 34 cohort jumping to 38 percent. But user penetration for older consumers had increased substantially to 13.2 percent.

[The primary interest for consumers to pick up fitness-focused wearables is to help them improve their health](#) – found marketing and insights company skulocal. 80 percent of wearables owners said that their devices have had a positive impact on their life.



Three reasons to incorporate wearable technology

The following points have been adapted from an article written by Catherine Conelly on the EXOS website.

- 1. Wearables can make group fitness more personal**

It can become hard to control intensity in a group setting - especially in a large exercise class. This can mean that for some people the workout is too easy, resulting in boredom, or dissatisfaction. Wearables can help trainers and

instructors measure various metrics and determine when it's appropriate to push a person more.

"The power and synergy of the group exercise format is magnified with technology since the participants cannot sit in the back of class and coast anymore,"

James Guimond – multi-sport coach, PT and group exercise instructor



2. **Wearables can make health goals more attainable**

There are metrics to measure every health and performance goal. Instructors can help their class participants identify at least one thing on their wearable that's supporting a specific goal. Providing a metric to focus on gives your members a concrete way to engage with their goal even after leaving the class.

3. **Wearables can help minimize overtraining and injury risk**

Many wearables capture data that can be used to help monitor stress loads and recovery times. Instructors and trainers can use this information to support their members and clients to train smarter and recover better. The risk of overtraining and injury is minimised by mitigating aches and pains.

Further Reading:

- [How to make wearables more effective for fitness clients](#) – Catherine Conelly's original article.
- [Wearable Technology Use in Group Exercise Classes Can Improve Retention and Increase Revenue.](#)
- [Implementing Wearables To Increase Member Retention.](#)



[The Polar Club group fitness heart rate monitoring system](#) could be worth a look if you're interested in wearable technology designed for group exercise classes. You can track and display your class's effort in real time and coach them to reach their goals with performance data, such as heart rate, and colour-coded heart rate zones. The first 30 days is free.

[Education, Training and Development](#)

[Pelvic Floor Focus Workshop](#)

Date and Time: Friday 20th March 2020, from 9am to 4pm.

Location: The Studio at Rutland St Church (Christchurch).

Cost: \$75 for REPS Members, \$149.00 for Non-Members.

This workshop will teach you everything you need to know about how to deliver safe pelvic floor exercises and much more. You will earn 5 CPDs if you attend the entire workshop.

[Download the pdf application form for the Pelvic Floor Focus Workshop.](#)

[Summer Activity Providers Workshop](#)

Date and Time: Saturday 28th March 2020, from 12.30 to 4.30pm.

Location: Pioneer Recreation Centre.

The main topic is 'Do's and Don'ts when working with older adults'. It will also cover the *5 Winning Ways to Wellbeing*, *Square Dancing* and include a chat with *Group instructor of the Year 2019 Danielle Mather*.

[Register online today](#) as places are filling fast!. contact Workshop and Training Coordinator Kris Tynan for more information (021 262 8886).



[FitEX LITE](#)

Date and Time: Saturday 4th April 2020, from 9.45am to 6.15pm.

Location: Taiora QEII Recreation and Sport Centre.

FitEx LITE is designed to offer world-class education opportunities for exercise professionals and movement practitioners of all types via a one-day event that's jam-packed with opportunity and education.

[Register online for FitEX LITE in Christchurch.](#)

[Community Exercise Foundation Course](#)

Date and Time: Saturday 23rd May 2020, from 8.30am to 4pm.

Location: North New Brighton Community Centre.

Cost: \$50 per person.

If you're a community leader, volunteer or group exercise instructor with no or limited experience, you won't want to miss this one-day hands-on foundation course packed with practical ideas.

[Get more information on the Active Canterbury website](#), including how to register.



Parks Week is coming up from 7th to 15th March 2020

It's about organisations across Australia and New Zealand holding events to celebrate the vital role parks play in creating liveable cities and thriving communities. This year the focus is on how spending time in our parks and open spaces positively influences our wellbeing.

[Find out more about Parks Week 2020](#), including resources, local events or to list your own event.



[Orangetheory Fitness](#) has embraced the use of [wearable tech](#), providing its members with heart rate monitors.

Instructors can then **monitor intensity and give tailored advice**. Members can download an app to see their performance stats and set goals. It's this combination of data and personal coaching that makes it a step up from traditional group exercise classes.



Do you get asked about fitness trackers... and which ones are the best?

PC Mag Australia has just released its findings for 2020. [The Best Fitness Trackers for 2020](#) is a good place to send clients or members interested in buying one. The article covers what you need to know to pick the right one, as well as the 10 best fitness trackers they've tested.

[PC Mag Australia](#) have also recently [tested Fitness Apps](#).



The next big health monitoring battleground for wearables after heart rate monitoring

[Signs point that monitoring blood pressure](#) in a truly non-invasive way is next according to Wareable.

Companies like Omron and Valencell are getting close to launching prototype kits early this year, which could lead to the first pair of mass market blood pressure buds before the end of 2020!



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We welcome your feedback and comments.