

CLUB INDUSTRY

EXECUTIVE SUMMIT

**The Fitness Industry's Role and
Opportunity
in Mental Health, Wellness and
Recovery**

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Brian Lyons
The Movement Guild

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Exercise

- Enhances ability to manage emotions
- Boosts wellbeing & quality of life
- Buffers our perception of stress
- Reduces inflammation



Gym Returners

- Strong desire to “bounce back”
- More fitness apps yet *less fit*
- 47% dissatisfied with at-home exercise

Refrainers

- At least 10% transitioned to inactivity
- Higher anxiety and depression scores
- Some are satisfied by virtual or outdoor*



COVID Survivors

- Long healing process from a combination of heart, lung & brain damage
- Self-monitoring is crucial because *symptom-free days* should guide exercise progression
- After 6 months, most have at least 1: PTSD, anxiety, depression, insomnia



Mental illness prevalence:

2019
1 in 5

2020
1 in 3



COVID Survivors



When will I get
back to normal?

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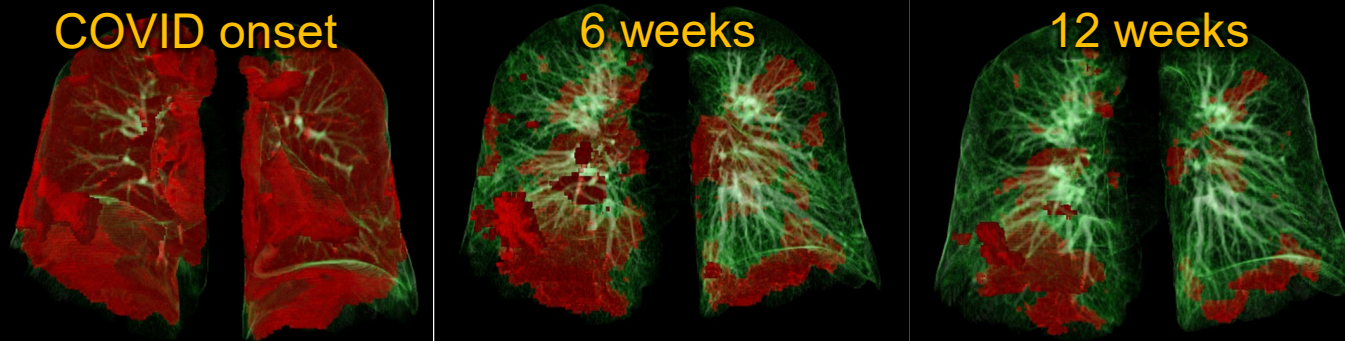
**Exercise enhances
mental health &
recovery from COVID**

COVID Survivors



When will I get
back to normal?

- Long healing process from a combination of heart, lung & brain damage



Lung scans from Dr. Widmann of Innsbruck Medical U, Healthy vs Damaged tissue

COVID Survivors



When will I get
back to normal?

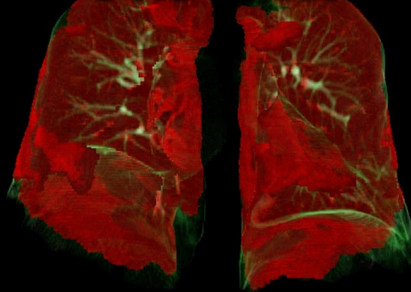
- Long healing process from a combination of heart, lung & brain damage

**"I always tell patients: There is no medication to make your lungs stronger.
The only way to make them stronger is by using them.**

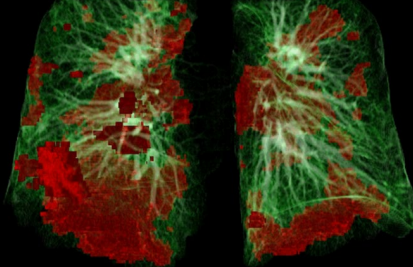
Every time you exercise, more blood flow gets to the lungs.

More blood flow means more healing cells will come to heal the parts that are damaged."

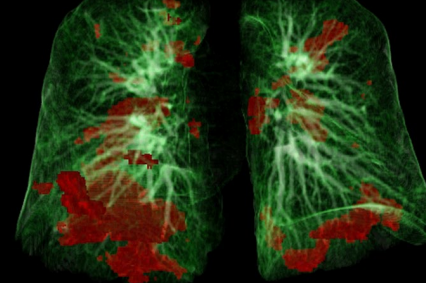
COVID onset



6 weeks

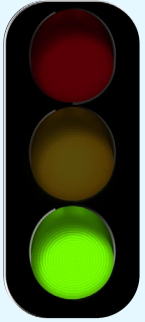


12 weeks



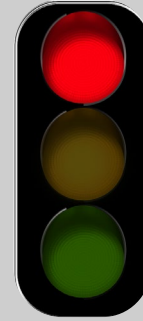
Dr Galiatsatos

Gym visits enhance workout structure, consistency, effort, and social connection



Facilitators

- Social support
- Graded workouts
- Active recovery practices



Barriers

- Lack of time
- Pain anticipation
- Mental health issues



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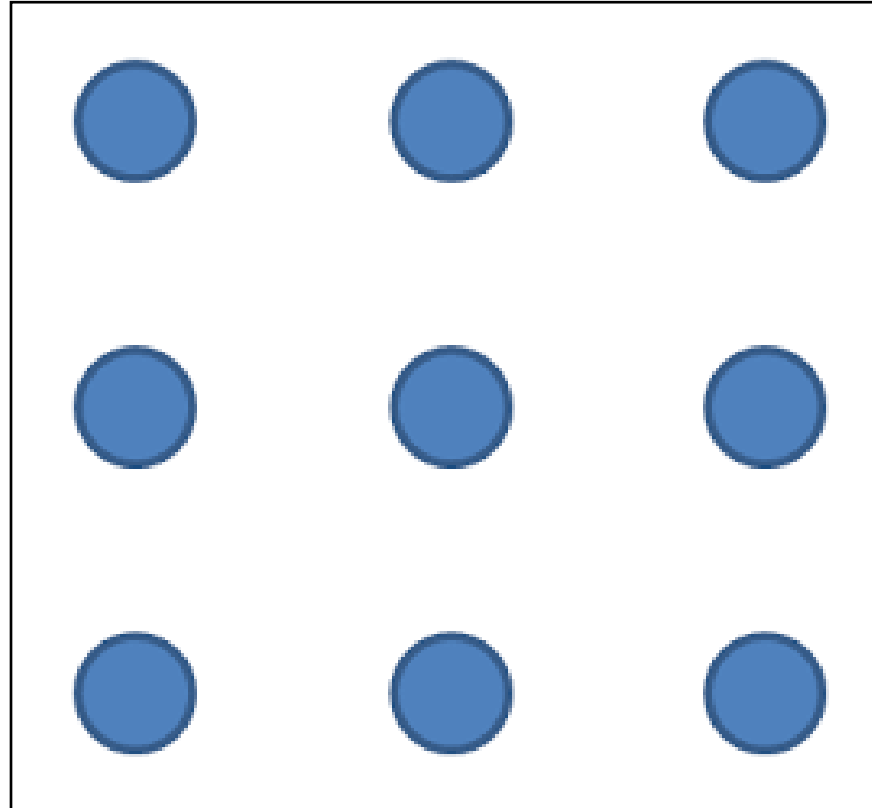
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The Movement Guild

MINDFULNESS & MENTAL HEALTH

Solve the problem:

Join all 9 dots by **drawing no more than four straight lines**.

The straight lines must be continuous – i.e. you must not lift your pen from the paper once you start drawing.



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

How Does Mental Health **FIT** into the Industry?



EXCELLING

THRIVING

SURVIVING

STRUGGLING

IN CRISIS

The Staggering Statistics about Depression

Did you know...

- It is the #1 cause of disability worldwide?
- It is the primary reason why a person dies of suicide every 14 minutes?
- It takes a toll on US business of \$100 billion per year?

Depression has been linked to chronic illnesses, including diabetes, asthma, cancer, arthritis & heart disease.

Positive psychological well-being can reduce the risk of strokes and heart attacks.

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Support Your Member's Emotional Well-being



- Create a welcoming and friendly environment
- Nonjudgmental listening
- Mental health resources
- Raise awareness and de-stigmatize mental health

Well-being Programs

- Resiliency
- Mindfulness (movement, eating)
- Meditation
- Stress Management



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Readiness:

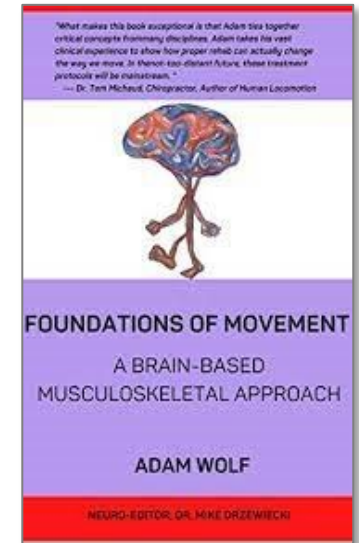
Technology & Questionnaires:

Internal vs External Load

- Movement capacity
- Type of movement needed

Scale of 1-10:

- Physical Readiness
- Mental / Emotional Readiness



Tools for Clubs & Coaches :

- Active Recovery
- Passive Recovery

“Work in” or “work out”

- Increase Retention
- Decrease Cancellatios



RESOURCES

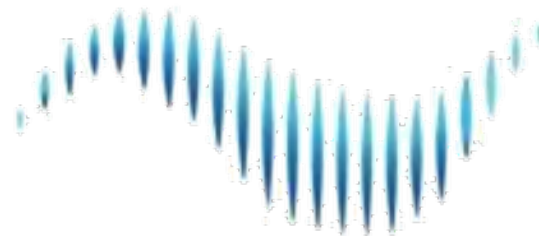


RECONNECT
TO _____

RECONNECT
WITH _____

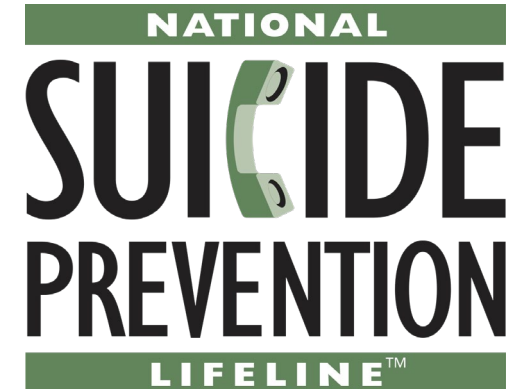
RECONNECT
FOR _____

-driven marketing assets



JOHN W. BRICK
MENTAL HEALTH FOUNDATION

Supporting the integration of
mental and physical health



1-800-273-TALK
www.suicidepreventionlifeline.org

Immediate connection
for those in crisis



Self-assessments &
resource guidance

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