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LIMITLESS

The Importance of Person-Centered Language to Encourage an Inclusive and Diverse Fitness Community

PRESENTED BY

Michelle Leachman MS

and

Featured Guest, Kia Williams MBA, MS

Session Objectives

- Learn how to mitigate implicit bias in interactions with yourself, your participants and peers
- Communication is more than words, learn the skills of different modes of communication to create an inclusive environment
- Gain an understanding how social determinants of health and health disparities affect access to health and fitness resources
- Enhance your ability to provide effective services to your clients and participants



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Michelle Leachman MS



- ACE Professional Educational Services Program Manager
- Master's Degree in Human Movement Performance- Exercise Science
- Double Bachelor's degree in Journalism and Science
- ACE Certified Personal Trainer & Group Fitness Instructor
- ACE Behavior Change Specialist
- Women in Fitness Association Global Ambassador
- Women in Fitness Association L.E.A.D. Coach
- CORE Health and Fitness Brands Master Instructor
- TRACKED TV Star
- Health and Exercise Author



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The ACE Mission Moment



The Goal

- To provide the industry and exercise professionals guidance on how to apply knowledge to a client at any point in their journey.
- Offer a model to understand the application of assessments and programming methods such as posture, movement, balance, function, cardiorespiratory fitness, muscular strength and endurance, speed—agility—quickness, power, and most importantly fitness-related behavior change.



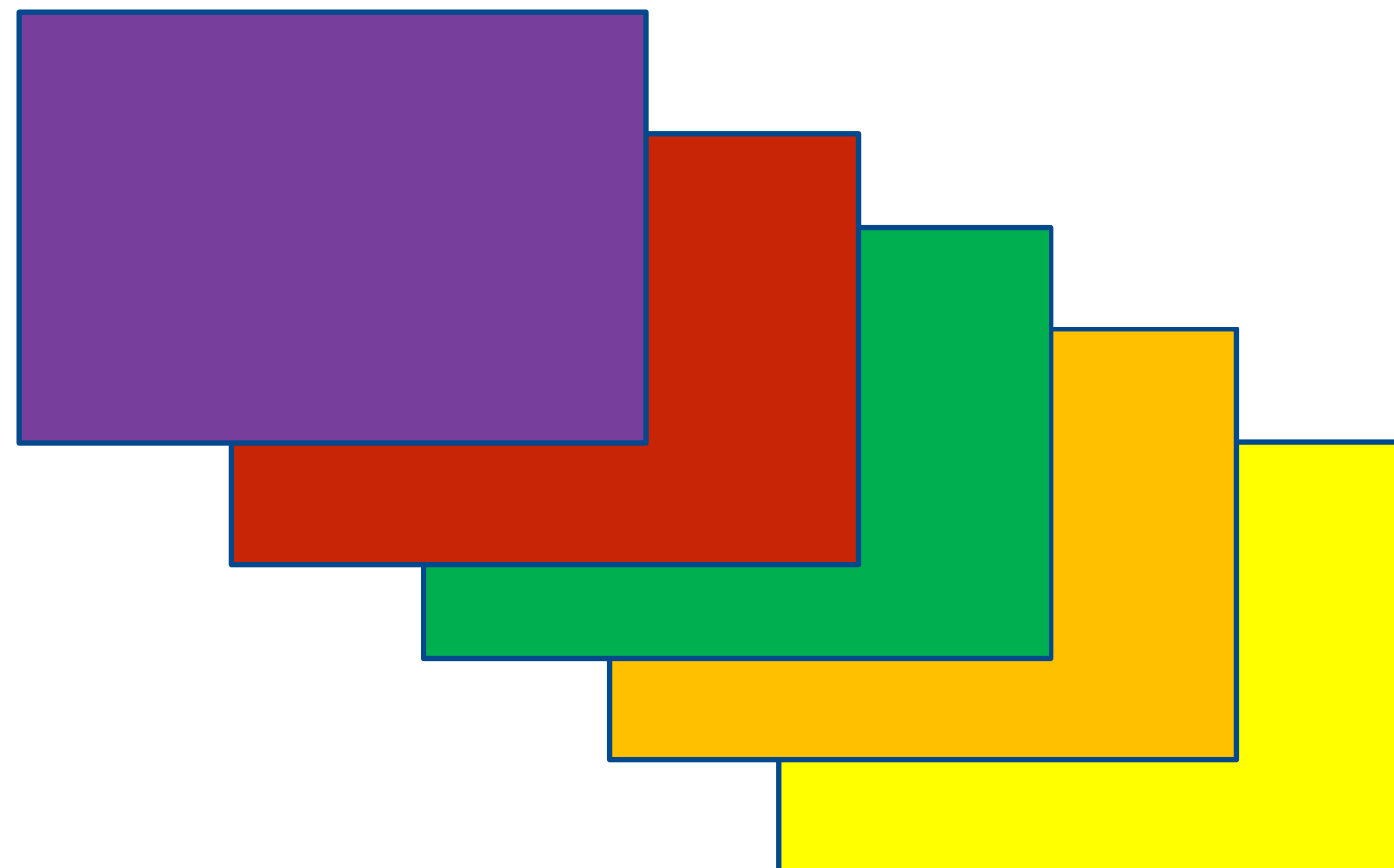
We as Exercise and Health Professionals should...

- Be equipped to support marginalized groups
- Create an inviting and safe environment
- Enhance engagement and retention
- Continuously work to understand how we cue and motivate



Actionable Steps

- Develop the conversation
- Share with colleagues, family, participants, community
- Practice using empathy and understand implicit bias
- Immerse yourself in diverse experiences
- Who are you centering and why?



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Diversity

- A group of people with unique beliefs, styles, perspectives, experiences, identities, ideas and opinions



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Diversity attributes subject to bias

- Education
- Ethnicity
- Religion
- Martial Status
- Race
- Physical Ability
- Personal Style
- Gender
- Age
- Ability
- Sexual Orientation
- Parental Status
- Political Beliefs
- Seniority



Understanding Implicit Bias

- The attitudes, stereotypes and beliefs that can affect how we treat others
 - These are expressed indirectly
 - Unaware of bias or operates sub-consciously
- This is not intentional but it can greatly impact how we judge others based on factors such as



Implicit Bias

- **Confirmation bias-** the tendency to seek out information that supports something you already believe.
- **In-group bias-** the tendency to support or believe someone within your own social group more than someone from a different group.
- **Status quo bias-** is the preference to keep things as they are, in their current state, and treating any type of change as loss.
- **Correspondence bias-** the tendency to infer others' actions based on personality traits without much regard to situations.
- **Conformity bias-** the tendency to act similar to the people around regardless of personal beliefs and preferences.



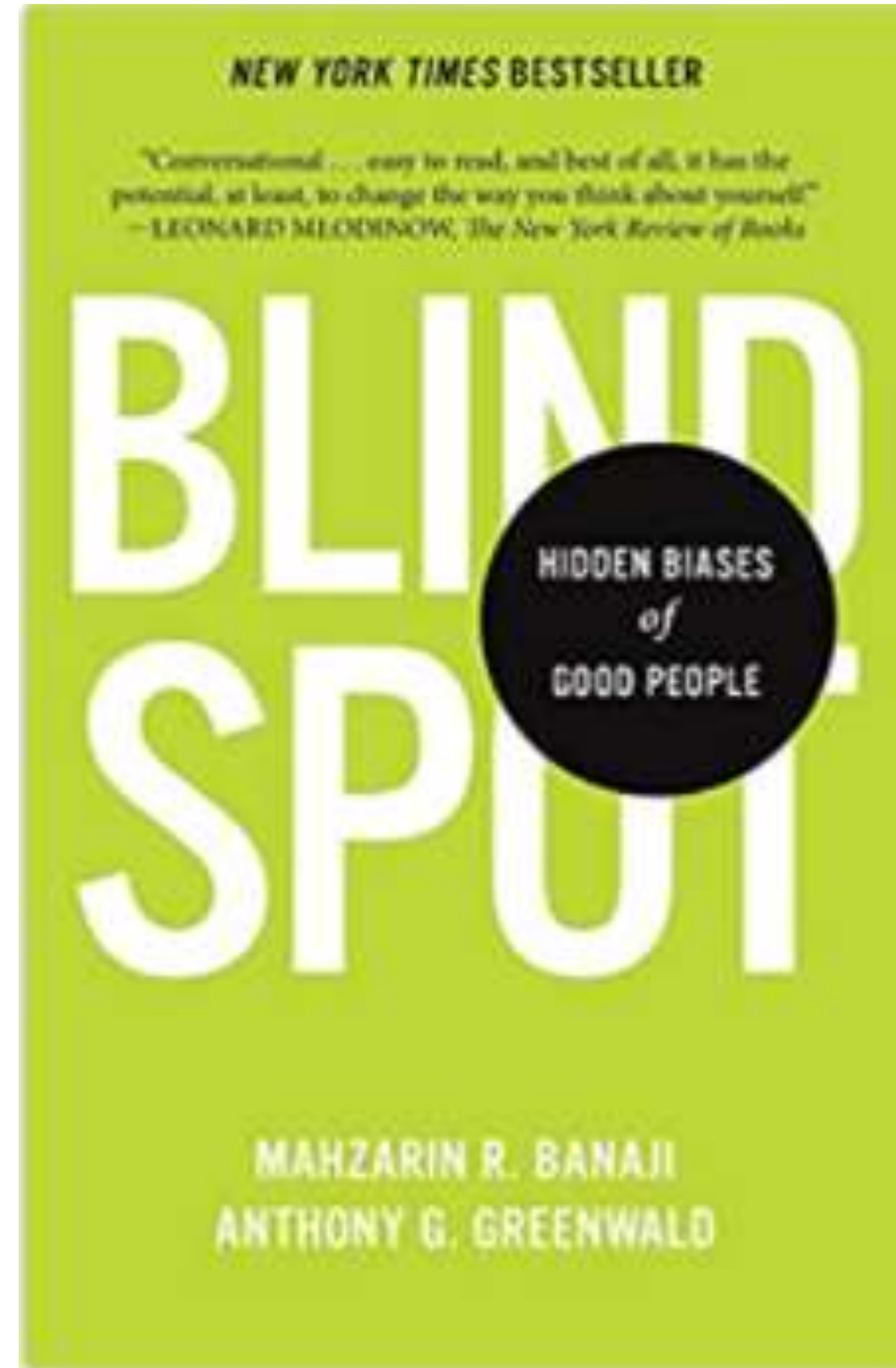
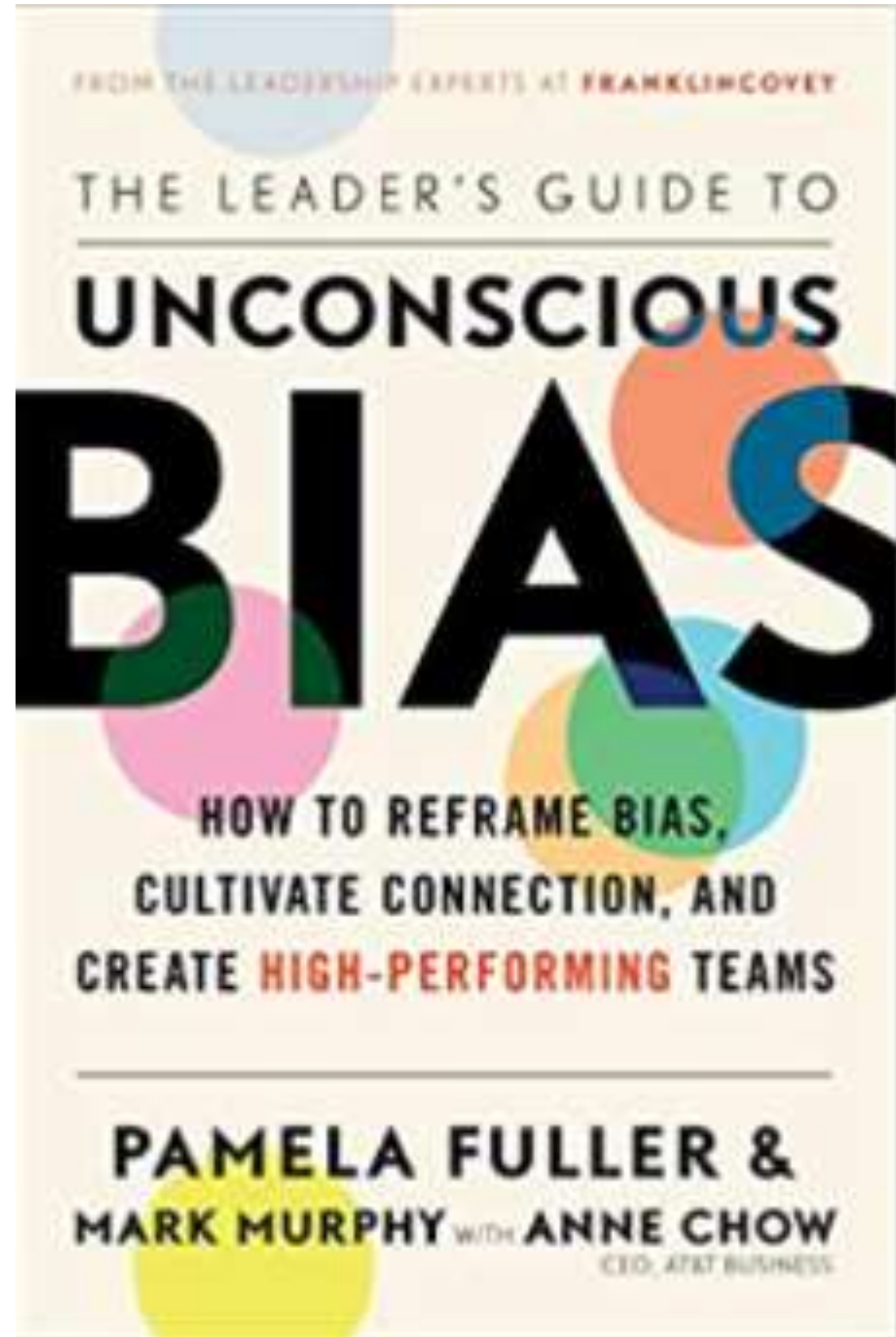
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Moment of Self-Reflection

- Have you experienced biases?
- Have you witnessed biases?
- Have you participated in bias practices?
- Have you intentionally used biases to benefit yourself?



Taking it one step further



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Inclusion

- Valuing, supporting and championing unique beliefs. Attitudes, perspectives, ideas, experiences, identities, and opinions



This requires intentional behavior, possibly change, mindfulness and consideration



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Five bias-reducing strategies

- Perspective taking
- Increasing opportunities for contact
- Individuation
- Stereotype replacement
- Counter-stereotypic imaging



Communication...more than words

- It is the combination of all your skills to be aware of what is the most important thing to say in the specific situation
- Transfer the focus to the other person
- Stay present in the moment
- Have concentrative attention to what you are seeing and sensing
- Clear and Concise (Research)



Communication Reflection

Identify areas for change

- Evaluate if their cues are effective
- Is there a need to change Systematic Cueing Technique
 - Who: Pay attention to who you are coaching
 - What: your objective
 - When: a sense of timing of what you are going to say (Music Map!)
 - How: Practice and be concise
 - Where: where do you want them to feel it and why (be expressive)



Non- Verbal Cueing

- Perspective taking
- Increasing opportunities for contact
- Individuation
- Stereotype replacement
- Counter-stereotypic imaging



Verbal cueing to avoid

- Work towards purpose and protocol

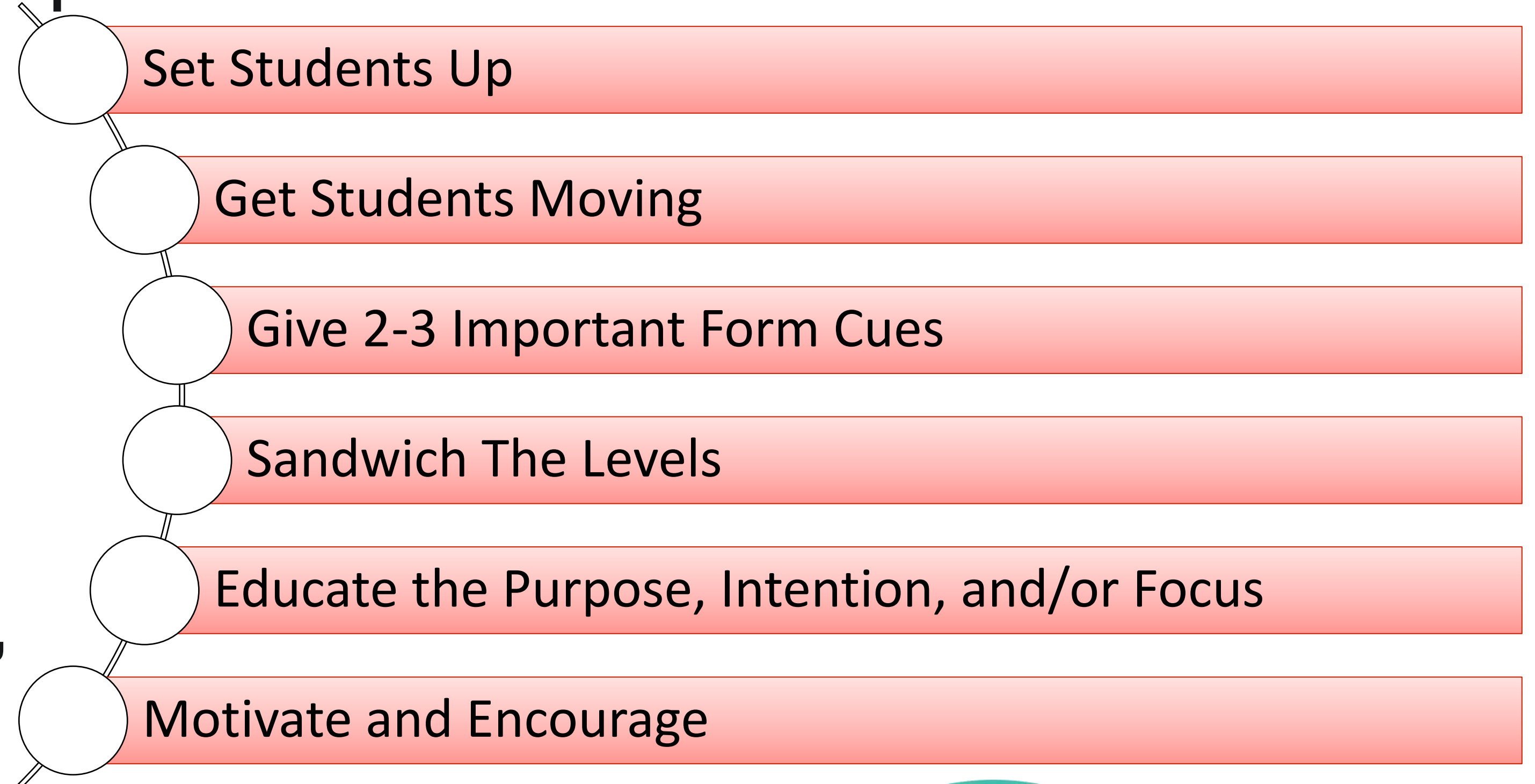
- “Should”

- “Don’t”

- “Good” or “Bad”

- “Exercise”

- “Beginner” or “Advanced”



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Music... Take Notes

- LISTEN to more than a BEAT
- Listen along (play various tracks)
- Be intentional
- Popular beats can have underlying meaning that is disrespectful towards others



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Five social determinants to health

- Economic stability
- Education
- Social and community context
- Health and health care
- Neighborhood and built environment



Person-centered approach

- Person first
- Center of service
- Support should focus on achieving the person's aspirations and be tailored to their needs and unique circumstances
- Treat people with dignity, compassion and respect
- Use of the ACE Mover Method



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Kia Williams MBA, MS

- Creator of "Taking Action with ACE: Practicing Equity, Diversity, and Inclusion as a Fitness Business Owner."
- NAACP Fort Worth-Tarrant County Chapter; Wellness Chairperson; 2021-present
- Jeremiah 33:6, a not-for-profit holistic health education and preventative medicine corporation, 2020-present
- Fit4Mom Expert Advisory Board Member, 2022-present
- IDEAFit Diversity and Inclusion Advisory Board, 2021-present
- Lifetime Fitness Learning and Development Inclusion Committee Member, 2022-present
- Contributing author, editor, and fitness model for a few books published by Human Kinetics, 2019-present
- Women in Fitness Association (WIFA) College and University Engagement and Mentorship Initiatives 2020-2021
- President of Women in Business (Illinois), 2020-2021



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Q&A w/ Kia

- What is diversity to you?
- What does inclusion mean to you?
- What is a person-centered approach to you?
- Can you give a historical reflection on these?
- Where are we going?



ACE Mover Method



The Structure

The ACE IFT™ Model consists of two primary training components:

Cardiorespiratory Training and **Functional Movement and Resistance Training**,

each with four training phases, and all built on a foundation of **rapport**,

communication, and facilitating fitness-related behavior changes.



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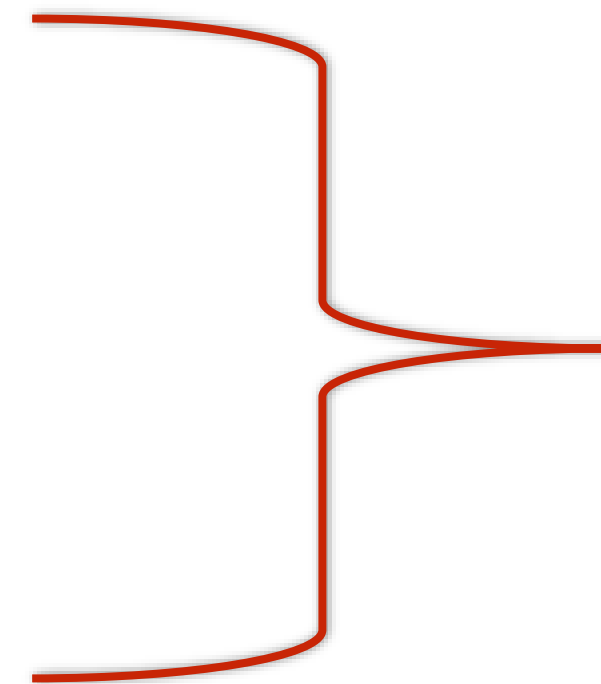
Why Person Centered?

- Meet a person (participant/client) where they are and support them to move forward
- Results in better outcomes- facilitates our ability to self-actualize
- Each interaction should be person centered, with recognition that a person is an expert on themselves
- Effective communication
 - Active listening and powerful open ended questions



How do we put people first?

- Foster a positive and welcoming atmosphere
- Recognize and support that Change is consistent
- Show value, care and appreciation
- Ask Open-Ended Questions
- Breakdown barriers
- Collaborate



ACE MOVER METHOD



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How to invite inclusive spaces

- Use inclusive language
 - Gender and title inclusive
- Use examples that appeal to varied interests
 - Remove the technical jargon
 - If terminology is not used in a broad sense, people can feel excluded
- Be thoughtful in what unique collaborations you use
- Non-verbal language



How to invite inclusive spaces

- See something say something
- Understand Apologizing and courtesy
- Microaggressions- a statement, action, or incident regarded as an instance of indirect, subtle, or unintentional discrimination against members of a marginalized group such as a racial or ethnic minority.

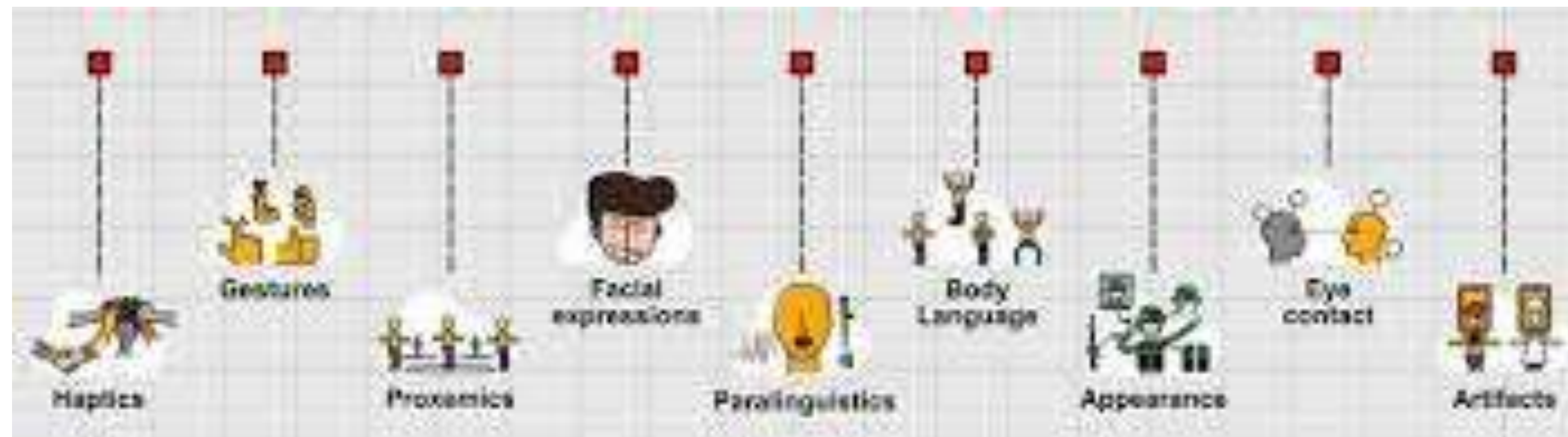


Put your knowledge to work

- Inclusivity behaviors Practice
 - Inclusive language
 - non-verbal language
 - Cueing + Listen to the music
 - See something Say Something
 - Microaggressions
 - Apologizing



Taking action with
ACE: Practicing Equity,
Diversity and Inclusion
as an Exercise
Professional



Wrap-Up

- Take the education of how to mitigate implicit bias in interactions with your participants and peers, and put it to action
- Use the different modes of communication to now create an inclusive and welcoming environment
- Pay attention to social determinants of health and health disparities and how they affect access to health and fitness resources
- Provide these effective services to your clients and participants



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Resources

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Thank You!



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Thank you



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