

» THE NATIONAL POSTURE INSTITUTE

INVOLVED IN THE FITNESS, WELLNESS, AND EDUCATION PROFESSION FOR OVER 15 YEARS.

The National Posture Institute™ (NPI) is an educational and professional organization that provides certificate programs for personal trainers, group instructors, and allied health/medical/fitness professionals. The institute provides educational resources, teaching or business solutions, and various courses.

Executive Director Ken Baldwin, M.Ed., CPS, has been involved in the fitness, wellness, and education profession for over 15 years, operating and managing a personal training company and training individuals from children to seniors and from beginning exercisers to athletes. He has also lectured and consulted at college and university departments, corporations, public events, international conferences, and national conventions including the ACSM (American College of Sports Medicine) Health and Fitness Summit, Club Industry, IDEA World Conference, AAHPERD (American Alliance for Health, Physical Education, Recreation and Dance), Canadian Fitness Professional Conference, and the MFA (Medical Fitness Association).

Ken has served as Chair of IDEA's National Personal Trainer Committee, Chair of the Senior Fitness Subcommittee for the Massachusetts' Governor's Committee on Physical Fitness and Sports, and as an elected Board Member to the Massachusetts' Governor's Committee. Other national committees include the ACSM,

LifeFitness Academy, AAHPERD, and the MFA. He has been awarded Boston's Best Personal Trainer three times and is the recipient of IDEA's National Personal Trainer of the Year Award.

He is involved in working with national organizations, colleges and universities to develop educational standards for those entering the personal training and fitness profession. He is the senior editor, content expert, and lead author for ACSM's *Resources for the Personal Trainer Textbook (2nd Edition)*.

Ken joined the State University of New York-Department of Sport and Wellness as an Assistant Professor and Program Coordinator for the Undergraduate Degree in Fitness and Wellness Leadership Major in August 2007. Previously, he was the Coordinator/Instructor for Purdue University's Undergraduate Degree in Personal Fitness Training Major, and the Assistant Director at Purdue's A.H. Ismail Fitness/Research Center. He has received national recognition for establishing academic programs and degrees focusing on fitness, exercise science, and the personal training profession through media outlets such as *Newsweek*, *L.A. Times*, *Chicago Tribune*, *Indianapolis Star*, *Athletic Business*, *WRTV-TV6*, *MSNBC.COM*, *the Associated Press*, *IDEA Fitness Journal*, *New York Newsday*, *Club Industry*, *IHRSA (International Health, Racquet, and Sportsclub Association)*, and *Personal Fitness Professional*.



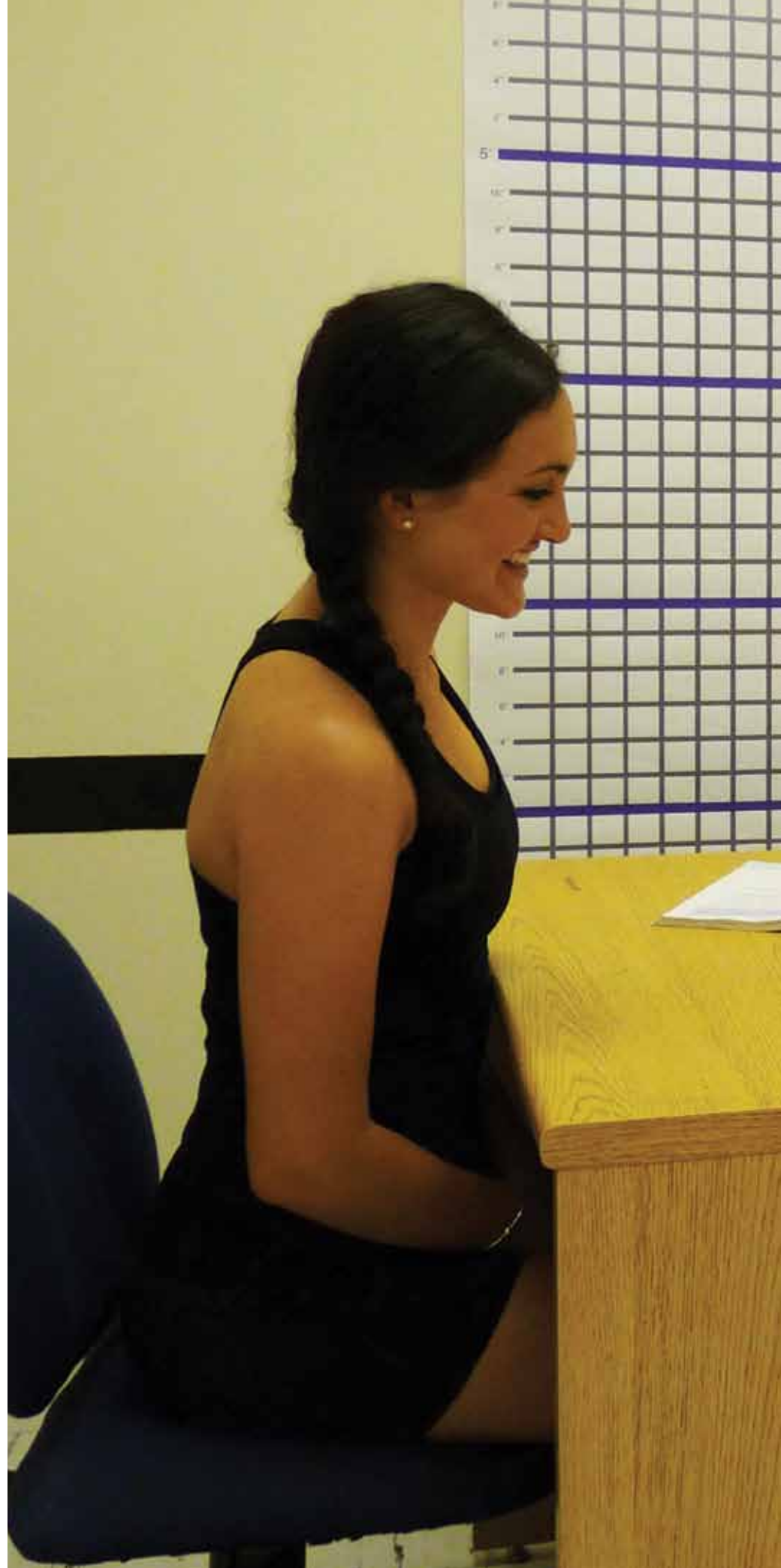
During this time he was also working full-time, either managing his own fitness company or later working in academia. "I feel that my whole career has prepared me for leading an organization in an area that I feel so strongly about, and that is the importance of teaching others, whether individuals of the public or professionals, of being in correct 'posture' while sitting, standing, walking, and especially while exercising or performing resistance training/rehab movements," Ken explains.

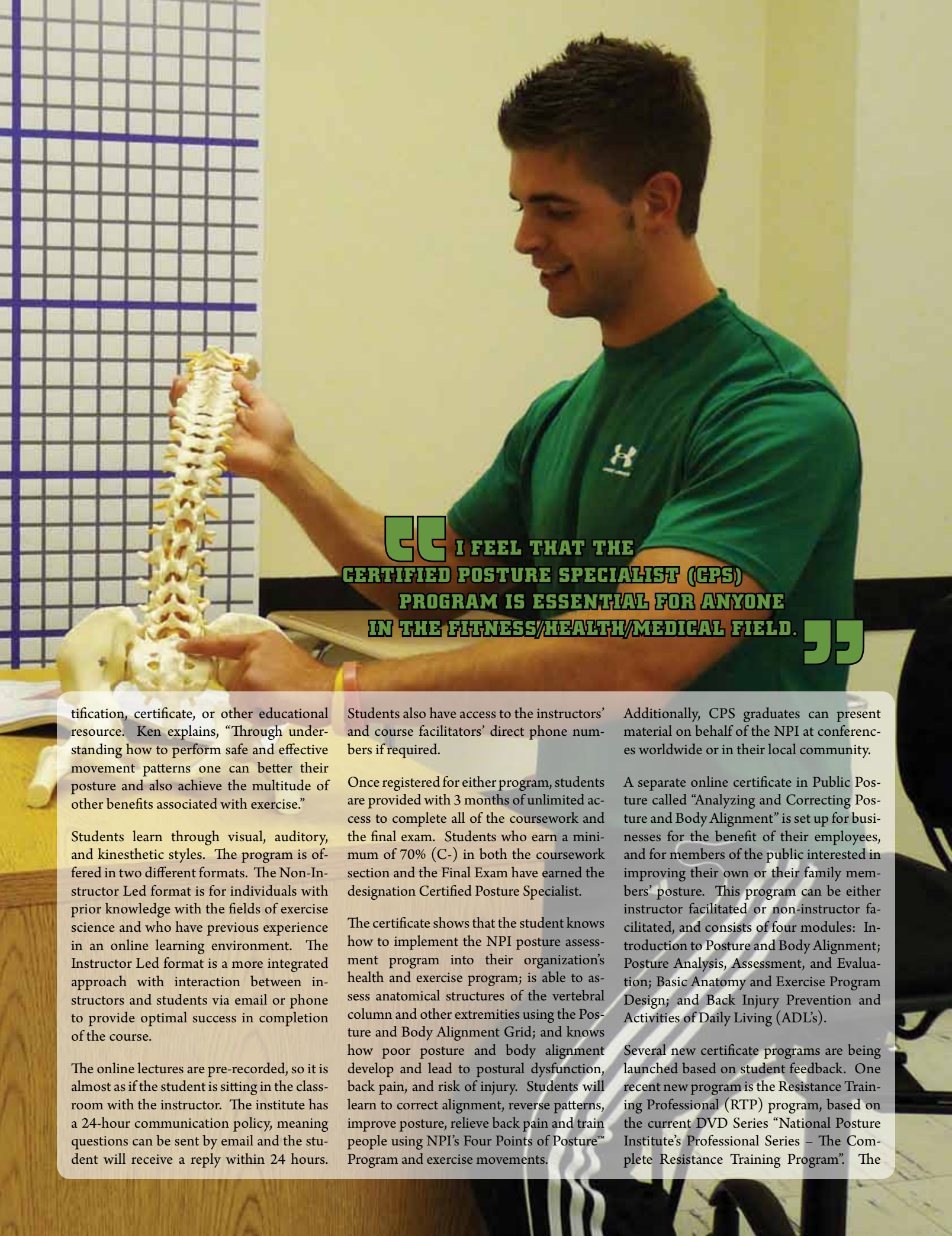
The NPI board of advisors includes: John Mayer, D.C., Ph. D., the Lincoln College Endowed Chair in Biomechanical Research in the College of Medicine, and Associate Professor in the School of Physical Therapy and Rehabilitation Sciences at the University of South Florida; Cody Sipe, Ph. D., ES, RCEP, Associate Professor and Director of Clinical Research within the Physical Therapy Program at Harding University; Joe Verna, D.C., vice president of operations of the Spine & Sport Foundation; and Bill Campbell, Ph. D., CSCS, FISSN, assistant professor and Director of the Exercise and Performance Nutrition Laboratory at the University of South Florida.

The name "National Posture Institute" conveys the importance of posture. The focus of the NPI is to promote posture analysis and correction, and to design exercise programs so that the body can perform to its full potential. The intent is for injury prevention in the exercise environment, worksite ergonomic situations, or activities of daily living, as correct posture practices can prevent back pain and many musculoskeletal injuries.

The National Posture Institute-Certified Posture Specialist™ (CPS) certificate program, launched in the fall of 2010, prepares personal trainers and health/medical/fitness professionals to assess and educate their clients or patients in all areas of posture and body alignment. The online program is taught in five modules and includes the complete certificate course, quizzes, and the final certificate exam. Topics include Introduction to Posture and Body Alignment; Anatomy and Kinesiology; Posture Analysis, Assessment, and Evaluation; Exercise Program Design; and Business Concepts, Client Education, and Management.

"I feel that the Certified Posture Specialist (CPS) program is essential for anyone in the fitness/health/medical field," Ken says. Posture is the foundation of one's body; faulty alignment creates susceptibility to injury through putting unnecessary strain upon the musculoskeletal system. Therefore, this program is seen as prerequisite to any other cer-





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tification, certificate, or other educational resource. Ken explains, “Through understanding how to perform safe and effective movement patterns one can better their posture and also achieve the multitude of other benefits associated with exercise.”

Students learn through visual, auditory, and kinesthetic styles. The program is offered in two different formats. The Non-Instructor Led format is for individuals with prior knowledge with the fields of exercise science and who have previous experience in an online learning environment. The Instructor Led format is a more integrated approach with interaction between instructors and students via email or phone to provide optimal success in completion of the course.

The online lectures are pre-recorded, so it is almost as if the student is sitting in the classroom with the instructor. The institute has a 24-hour communication policy, meaning questions can be sent by email and the student will receive a reply within 24 hours.

Students also have access to the instructors’ and course facilitators’ direct phone numbers if required.

Once registered for either program, students are provided with 3 months of unlimited access to complete all of the coursework and the final exam. Students who earn a minimum of 70% (C-) in both the coursework section and the Final Exam have earned the designation Certified Posture Specialist.

The certificate shows that the student knows how to implement the NPI posture assessment program into their organization’s health and exercise program; is able to assess anatomical structures of the vertebral column and other extremities using the Posture and Body Alignment Grid; and knows how poor posture and body alignment develop and lead to postural dysfunction, back pain, and risk of injury. Students will learn to correct alignment, reverse patterns, improve posture, relieve back pain and train people using NPI’s Four Points of Posture™ Program and exercise movements.

Additionally, CPS graduates can present material on behalf of the NPI at conferences worldwide or in their local community.

A separate online certificate in Public Posture called “Analyzing and Correcting Posture and Body Alignment” is set up for businesses for the benefit of their employees, and for members of the public interested in improving their own or their family members’ posture. This program can be either instructor facilitated or non-instructor facilitated, and consists of four modules: Introduction to Posture and Body Alignment; Posture Analysis, Assessment, and Evaluation; Basic Anatomy and Exercise Program Design; and Back Injury Prevention and Activities of Daily Living (ADL’s).

Several new certificate programs are being launched based on student feedback. One recent new program is the Resistance Training Professional (RTP) program, based on the current DVD Series “National Posture Institute’s Professional Series – The Complete Resistance Training Program”. The

Posture Grid™

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program was implemented to focus on the prescription and proper sequencing of resistance training exercises. The NPI-RTP uses NPI's Education Based Training (EBT) Model's tools: The Exercise Training Matrix™ and The Exercise/Movement Grading System™ for a safe and effective method to reach the client's or patient's goals.

Students start with a programming assessment to match their interests and objectives with the courses available. Potential students come from a variety of backgrounds. They may be individual fitness instructors such as personal trainers or group exercise instructors; athletic trainers; or medical professionals such as chiropractors and physiotherapists. Businesses and organizations, fitness facilities such as gyms, health clubs, etc., and health/medical facilities can enroll, as well as the general public.

The NPI also provides other services and workshops for health/medical/fitness professionals, both online and onsite. Workshops of one day or several days can be

hosted at the customer's facility for staff training. The facility can choose to become a National Posture Institute Affiliate, which can set them apart from other facilities in improving exercise or rehab standards.

Corporations, businesses and organizations can participate in webinars and educational programming online or onsite as part of their employee education. There are posture assessment packages for businesses to help maintain a safe, healthy, and productive employee base, as musculoskeletal related injuries are one of the leading health care expenses within most organizations. The workshops take a two-step approach to both create a safe work environment and also to educate the employee on how to work safely and effectively within that environment.

Recently some Free Educational Webinars have been added for professionals, owners/managers, and members of the public.

Those who benefit include trainers and professionals interested in earning more revenue or obtaining new clientele; those

interested in adding another essential qualification to their tool kit; businesses wanting to reduce health care costs, improve employee productivity, and reduce absenteeism; and fitness/health/medical facilities interested in providing cutting edge education and training.

The NPI strongly believes in education, and is distinguished by well-qualified instructors with a minimum of a bachelor's degree within an exercise science related field. Many instructors have graduate degrees in exercise science. Currently there are six instructors, all of whom excel in presentation and have a true love for education as well as great communication skills.

Instructors also must have drive, passion, and determination. "I've personally spent the last 15 years studying, researching and developing posture analysis and correction. I love interacting with individuals who have a similar passion for posture analysis and correction," Ken says, adding that he feels these types of attributes are some of

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the most important to have as people with these skills can be taught and can do most anything.

The NPI sets themselves apart by their focus on education in providing the tools necessary in bettering their clients. Course fees are extremely fair for how much education and knowledge the individuals receive. The institute is involved in community outreach by partnering with colleges on a national and international basis. Students can register for one of the NPI programs through a partnered college or university to receive NPI credentials in addition to their college/university certificate of completion.

The programming at NPI has been approved by some of the leading fitness/health organizations and associations, the athletic training board, and by Physical Therapy boards in states such as Florida, Georgia, and Texas. Some of their sponsors are:

- Educational Fitness Solutions
- Chicago State University
- Community College of Philadelphia
- Community College of Rhode Island
- Delaware Technical and Community College
- Kanawha Valley Community and Technical College
- Jacksonville State University
- Medina County Career Center
- Norfolk State University
- Northwest College
- Sam Houston State University
- Spring Lake Park
- State College of Florida
- Stony Brook University
- Thomas Edison State College
- University of Missouri, Saint Louis
- University of Tennessee, Martin

The National Posture Institute can be contacted by email at info@npionline.org. Their website is at www.npionline.org. They are also on Facebook at www.facebook.com/NationalPostureInstitute; on YouTube at www.youtube.com/NPIInstitute; and on NPI-IDEA FitnessConnect at www.ideafit.com/organization/mpi. They can be reached by phone at 888-240-2914, or by fax at 866-441-3711. ■

NPI (JAN-AUGUST 2012) CONFERENCE SCHEDULE:

- March 14-17 IHRSA Conference- Los Angeles, CA
- April 12-14 DCAC Conference in Houston, TX
- April 12-14 Pilates on Tour in Tempe, AZ
- April 24-29 World Class Conference in Moscow, Russia
- May 4-6 SCW Florida Conference in Orlando, FL
- July 5-8 IDEA Conference in San Diego, CA
- July 27 - 29 SCW Atlanta Conference in Atlanta, GA
- August 2-5 DCAC Conference in Washington, DC