Integrative Sport and Exercise Nutrition for Exercise and Movement Professionals

Let Food be thy Medicine, and Medicine be thy Food

Description

This flagship sports nutrition course is aimed at exercise and movement professionals who understand the importance that nutrition plays in the successes of their active clients. It is integrative in nature, meaning that a key aim is to nourish body systems (e.g. gastrointestinal, musculoskeletal, hormones, energy etc.) with well chosen foods, creating more progressive adaptive responses to exercise loading. The course covers common nutrition topics, including macro and micronutrients, plus teaches you to personalise your recommendations to the individual in your care. What's more, common nutrition weight management misconceptions will be considered, along with sport-specific nutritional strategies, cooking methods, and supplementation. To cap it off, you will be taught some highly relevant psychological elements and business skills to bring into your new sport and exercise nutrition practice.

About FTI and CISN

This course is a collaboration between the Functional Training Institute (FTI) and the Centre for Integrative Sports Nutrition (CISN).

Functional Training Institute is a global fitness education company that helps fitness professionals, coaches, and personal trainers MASTER functional training, movement, and injury prevention.

The Centre for Integrative Sports Nutrition trains and mentors exercise and nutrition professionals to nourish an active individual's health and performance through an expansive way of integrative thinking. They believe that if performance goals are to be achieved, they firstly need to aspire towards optimal health.

Why do the course?

Participation in this progressive course will challenge you to think differently about food and the way in which you nourish your active individuals. Rather than simply viewing food as 'fuel', you'll emerge with a renewed respect for the power of nutrition, both from the perspective of whole body health and also physical and mental performance. Enrol now to enjoy a fresh personalised way of working, ultimately helping your clients to adapt better from training sessions and progress more predictably towards their health and fitness goals.

Course cost ~ £1400 / $1750 USD

Overall plan

- 100 hour flagship course: made up of 10 modules of 10 hours each
- Time course: five hours per week for five months
- Each 10 hour module is taught over 2 weeks: 4 to 5 hours pre-recorded lectures and quizzes, 2 hours live tutorials, 2 hours self-directed reading, 1-2 hours assignment

Introduction tutorial

- A 5-10 minutes video about the platform with Ian, Simone, Tarek and Sammy discussing the collaboration, the core values of the course, and how to make the most out of the program
- 30 minute meet and greet session with students at start of the course

Module 1 - Calories and macros - a quantitative approach to sport and exercise nutrition

*How most people think about nutrition

- Calories - how to estimate caloric intake and expenditure
- Carbohydrates - what they are, why we need them, and where we get healthy sources
- Fats - what they are, why we need them, and where we get healthy sources
- Proteins - what they are, why we need them, and where we get healthy sources
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - do a dietary analysis of your own 3-day food diary through Cronometer or MyFitnessPal and compare with theoretical energetic and macronutrition needs. Comment on limitations of these apps, and how you would educate active clients who are currently using them.

<u>Learning objectives</u>

1) Understand how calorie consumption and expenditure are assessed, plus limitations of these methods.
2) Describe the roles of carbohydrates in the body and healthy food sources of them.
3) Describe the roles of fats in the body and healthy food sources of them.
4) Describe the roles of protein in the body and healthy food sources of them.

Module 2 - Micros and phytos - a qualitative approach to sport and exercise nutrition

*What we need a lot more awareness of in nutrition!

- Vitamins and their physiological functions in a health and performance context
- Minerals and their physiological functions in a health and performance context
- Phytonutrients - the new kid on the block - best food sources to nourish your cells
- Mitochondrial (energetic) nourishment via 'fuel', micros and antioxidants
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - do a micronutrient self-assessment with a signs and symptoms questionnaire and research good foods to restore health and fitness balance

<u>Learning objectives</u>

1) Describe the roles of vitamins within the body and why they are needed for exercise.
2) Describe the roles of minerals within the body and why they are needed for exercise.
3) Understand the categories of phytonutrients and some good food sources of them.
4) Recognise the micronutrients needed by mitochondria to metabolise macronutrients, and examples of good food sources.

Module 3 - Debunking the one-size-fits-all notion within weight management

*Examining the other side of popular trends

- 'Calories in versus calories out and weight management' - introducing the inaccuracies of calorie counting, and personal metabolic efficiencies
- 'Fat makes you fat' - examining this partial truth through a lens of fat quality

- 'Carbohydrate causes insulin resistance' - exploring a wholesome diet through a lens of blood sugar balance
- Physiological contributors to weight management (other than calorie balance) - including muscle mass, blood sugar balance, inflammation, sleep patterns, and stress management
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - write a reflective piece on your prior beliefs of weight management that have been challenged during this module

Learning objectives

1) Understand certain aspects of health, other than calorie balance, that influence weight management.
2) Recognise the 'good' and 'bad' effects of fat on health and weight management.
3) Understand how whole food carbohydrates, when combined with quality fat and protein sources, can support blood sugar control and weight management.
4) Identify certain aspects of lifestyle, including exercise patterns, sleep hygiene, and stress management that can be supportive of weight management.

Module 4 - An integrative view to body system health through nutrition

*A *health feeds performance* perspective

- Introducing the concept of 'integrative' sport and exercise nutrition
- Gastrointestinal health for an athlete - the key to absorbing your carefully chosen food
- Musculoskeletal integrity through nutrition - building blocks for muscles, tendons, ligaments and bones, and managing inflammation
- Neuroendocrine health - how to balance physiological, physical and psychological stress load with restorative recovery
- Bioenergetics - carbohydrate and fat metabolism within a context of aerobic and anaerobic exercise
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - choose a physiological system (gastrointestinal, musculoskeletal, neuroendocrine or bioenergetics) and review the health needs of an exercising client from a nutritional perspective

Learning objectives

1) Understand what kinds of foods can be nourishing to the gut of an active client, and how certain processed foods can irritate the gut.
2) Identify certain building block foods, including protein and essential fat sources, that can be supportive to musculoskeletal health.
3) Recognise components of life, including different types of stress load, that can negatively affect adaptation to training loads.
4) Understand the macronutrients most needed for different types of exercise.

Module 5 - Sport and exercise specific nutrition

*Performance nutrition considerations

- Macro and micros - making sure an active individual is covering his/her overall nutrition needs
- Nutrient timing - a consideration of strategies that can support the nutrient needs of an exercise session, increase athletic performance and improve recovery

- Hydration and electrolytes - how to assess an individual for hydration and electrolyte (salt) needs, and strategies for support
- Pre, during and post-exercise nutrition - a very practical and healthy look at ways to nourish a particular training session
- Tracking body composition - a discussion of measurement methodologies for tracking a client's changes in lean and fat mass
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - after reviewing the pre, during and post-exercise nutrition practices of a client, assess and reflect on how you would modify their approach based on the learning of this module

Learning objectives

1) Recognise some monitoring strategies (from an exercise professional's perspective) to identify whether an active client is consuming enough food for their exercise needs.
2) Know practical and healthy ways to give nutritional support to a person's exercise session.
3) Understand how to check for fluid and electrolyte needs of an active client throughout the day and for a particular training session.
4) Recognise pros and cons of different body composition methods that can be applied alongside appropriate assessment training.

Module 6 - Individuality of nutrition needs for an active person

*Recognising the evolving science of nutrigenomics

- Bioindividuality - the history of individualised nutrition
- Nutrigenomics - a focus on how good food choices impact genetic expression of health
- Genetics of metabolism - why the carb and fat debate will never reach a one-size-fits-all conclusion...
- Genetics of exercise recovery - a look at antioxidant and inflammatory genes and nourishing food choices for recovery
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - track your own fat carbohydrate and fat consumption and reflect on how well you metabolise each macronutrient in an exercise context

Learning objectives

1. Give general nutrition advice, including the types of foods that will be supportive to most individuals' health.
2. Understand what is meant by the terms nutrigenetics and nutrigenomics.
3. Recognise that some clients will achieve better overall health by increasing certain types of food in their diets, while reducing others.
4. Understand that some people will attain improved recovery from exercise by consuming more antioxidant-rich and anti-inflammatory foods.
5. Recognise scope of practice as an exercise professional and when it's important to refer to a nutrition professional, who can help your client with their personalised nutrition needs.

Note - doing this course does not allow you to personalise the diet of your clients. The evolving scientific field of nutrigenomics is being taught so that you can recognise when a client is not thriving with their chosen way of eating, and you can make a well-considered referral to a qualified nutrition practitioner.

Module 7 - Supplementation for health and exercise - raising awareness
*Informed knowledge around common supplementation

- Why do certain individuals need supplements - a look at what lifestyle factors can increase the demand on nutrients, plus genetic needs
- A review of common over-the-counter supplements - considering products that your clients might be taking anyway
- Sport-specific 'safe' supplements - products well backed up by research for supporting athletic performance, recovery and body composition
- Food extracts (e.g. superfoods) - products caught in the divide between foods and supplements
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - based on the learnings from this, and previous, modules, choose a health-based supplement or a sport-specific supplement, and research for quality and safety

Learning objectives

1. Understand what aspects of a client's lifestyle or eating patterns can actually deplete their available nutrients, thereby increasing their need for supplemental nutrients.
2. List a few common supplements and question whether it is appropriate for a client to be taking them.
3. Understand which 'ergogenic' sports performance supplements are actually backed up by science, and which are generally safe to use by most individuals.
4. Identify some food ingredients that can safely increase the available micronutrients and phytonutrients in a person's diet.

Note - doing this course does not allow you to recommend or prescribe supplements, but the knowledge gained will raise your awareness of supplement use, meaning that you can potentially guide your client towards better supplement sourcing and choices. To give your clients personalised support, you should refer them to a qualified nutrition or healthcare professional who is registered to recommend supplements.

Module 8 - Natural sports cookery
*The secret weapon to any training programme

- First things first - sourcing the very best foods and ingredients you can get your hands on!
- Upgrading to whole foods - the benefits of *whole* versus *refined* food choices
- Food preparation for digestibility and nutrient availability - deep nourishment through food
- Exercise and sport-specific recipes for health, performance and recovery
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - recommend an upgraded meal composition for an athlete or active client who is undergoing heavy training, considering nourishment of health, performance during a session, and supported recovery

Learning objectives

1. Identify food retailers within the local area of your clients that ethically source nutritious food.
2. Explain to a client the importance of whole foods versus refined food sources.
3. Practice at least food preparation techniques that improve the digestibility of food.

4. Recommend natural and healthy sports nutrition options (e.g. sports drinks) to your clients instead of processed alternatives.

Module 9 - Psychology of food nourishment

*The third tip of the health triangle, along with movement and nutrition

- Self-care through food - developing a loving relationship with food, to move towards nourishment and strength
- Relative Energy Deficiency in Sports (REDs) and disordered eating patterns - how to spot them and what can you do to support such a client?
- Mindful eating and cooking - teach your clients a powerful technique so they don't need your nutrition advice any more!
- Goal setting techniques to keep your clients on the path that they expressed a desire to walk on, creating desired outcomes and cultivating healthy habits; learn how to frame the right questions to qualify the goals that your client sets with you
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment - conduct a goal setting session with a client, and write up a reflective piece, which incorporates your client's feedback, using the ‘desired outcome process’

<u>Learning objectives</u>

1. Recognise when clients have a negative personal relationship with food - e.g. with a limited belief of 'food makes me fat"
2. In line with module 5, learning objective 1, be able to identify when an active client is not consuming enough food for their exercise needs (REDs), and consider an appropriate refer when necessary.
3. Teach your clients some simple mindful eating techniques, which can help improve their personal relationship with food.
4. Learn how to establish meaningful and actionable goals through a process of key questions and techniques to authenticate a true goal and what that means for the client.

Module 10 - Business skills to apply nutrition into practice

*Bringing success to your business as well as clients!

- Branding - your brand is your stand
  - Establishing your mission and values for your company and services
  - Messaging and impact statements for each product or service
  - Harnessing communication skills
- Marketing
  - The avatar - client profiling
  - Social media content, messaging and chosen platforms to speak to your clients
  - Packaging your services and adding value
  - Looking at the best paid marketing options
  - Selling nutrition to clients - what's the point of difference
- Sales - how to best serve and enrol clients
  - The language of selling
  - The triage process
  - Ways to prospect
- Quiz - five multiple choice and true-false questions to test understanding of lectures
- Assignment – using the FTI Triage template, role play a scenario where you take a prospect through the stages of the triage. No voice recording is required.

Learning objectives

1) Learn the process of establishing a clear vision, mission, and set of values that define what you do and why you exist as a business or practitioner.
2) Learn the essential pillars of marketing through building your client avatar; discerning what marketing avenues you will choose, such as social media, email marketing and paid marketing options.
3) Learn how to communicate better to prospects by selling them a solution based on a triage process that gets you better understanding and unearthing the prospects needs.