

National Academy of Sports Medicine® (NASM) Launches Updated Optimized Online Women's Fitness Specialization Program

Interactive program provides science-backed and cutting-edge guidance on women's health and fitness at each stage of life

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GILBERT, Ariz.--([BUSINESS WIRE](#))--[National Academy of Sports Medicine \(NASM\)](#), the global leader in fitness and wellness education and certifications, is excited to announce that its Women's Fitness Specialization program has been updated with the latest science on women's health and fitness. This update will allow fitness professionals to design and adjust fitness programming for female clients across their unique life stages and associated physical changes - from adolescence to pregnancy and postnatal needs, to considerations of those in perimenopause and post-menopause stages.

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Our mission is to enable trainers and fitness instructors with the best knowledge and tools to help their clients live healthier and happier lives,” said Laurie McCartney, president of Ascend Learning's Fitness and Wellness brands, including NASM. “Since approximately [69%](#) of all personal training clients are female, it is essential that fitness professionals understand the impact hormonal stages have on women's health and their fitness journeys. This interactive program arms them with the information needed to improve client results and increase their client retention.”

The specialization covers women's health stages and how those affect their neuromuscular, skeletal, cardiorespiratory, and endocrine systems, as well as hormone management, different training modalities, and nutrition. It also gives trainers insights into how to conduct a fitness assessment and psychological elements to consider when working with women in a health and fitness setting.

The online study materials, which resemble an interactive e-book, consist of a variety of study aids, including interview videos with the authors, an interactive glossary, pdf handouts, chapter quizzes, and a comprehensive practice exam.

“Traditional fitness programs evolved from bodybuilding and sports competition that neglected a woman's various life stages,” said NASM's Senior Content Development and Production Manager, Brian Sutton. “The update to the Women's Fitness Specialization program combines the most up-to-

date and innovative female-focused research to empower fitness professionals to cater fitness training for female clients of any age, fitness level, and wellness aspirations.”

The specialization is available now on the [NASM website](#).

About NASM: [National Academy of Sports Medicine](#) (NASM) is a global leader in fitness and wellness education and certifications. Building on over 35 years of expertise, NASM programs create a roadmap for fitness professionals to help their clients achieve better physical and mental performance in athletics and everyday life. NASM provides an industry-first training system, with the Optimum Performance Training (OPT™) model, creating robust courses and content based solely on science-backed research. NASM has educated over 1.4 million fitness professionals in over 100 countries, creating a global space for optimal wellbeing and fitness. NASM’s Optima Virtual Conference, October 13-15, 2022, is a free event that brings together the best and brightest in the fitness and wellness industry for three days of learning, networking, and sharing. Learn more at www.nasm.org.