



The Fitness Guy

Myths/Facts and Exercise Prescription

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Myth: The heart is not a muscle.

False:

The heart is indeed a muscle. It is a very vital muscle that needs to be built up like any other muscle in your body. A successful exercise program to make your heart stronger should include cardiovascular exercise and weight training. Both of these modalities affect the heart differently, but one is not more important than the other. Cardiovascular (aerobic activities) get the heart pumping. As your heart beats faster, blood circulates more quickly, delivering oxygen to the muscles. The extra stress put on the heart from the increase in the speed of the blood flow makes the heart stronger or increases cardiovascular fitness.

Weight training increases the amount of blood that flows through the heart. The increase in blood volume causes intermittent

stress on the heart. This makes the heart stronger when sudden stress (shock) is placed on it, but does not affect cardiovascular fitness.

Some recommended aerobic activities, walking, jogging, biking, hiking, swimming and jumping rope.

Exercise Prescription:

When starting a cardiovascular exercise routine, start slowly. You should also consult with your family doctor to make sure there are no hidden heart problems. I recommend that you start with an aerobic activity that you enjoy. But, don't forget to change it up on occasion to avoid boredom and injury. It is also important to use a heart rate monitor, it's a must. With the heart rate monitor you can track your heart rate while you work-out to make sure you are in your target heart rate zone and not over doing. A good place to start is 40-50% of

your max heart rate for 20 minutes. Your long term goal should be 65-75% max heart rate 20 minutes.

Start your aerobic routine out slowly. Start with 5-10 minutes and work your way up to 20 minutes or more.

Perform aerobic activity 3-5 times a week. Weight train 3-4 times per week.

If you need help starting a program consult or hire a Nationally Certified Personal Trainer or Strength and Conditioning Specialist.

Kirkwood Community College Recreation Center and Continuing Education provide both by appointment.

Everyday Heart healthy Tips:

1. Take stairs instead of the elevator.
2. Park your car at the far end of the parking lot.
3. Take a few minutes at breaks and lunch break by taking a walk.

**Kirkwood Community
College Wellness News**

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Exercise Points of Interest:

- ⊙ When performing cardiovascular exercise it is important to cross-train to avoid overuse injuries and boredom.
- ⊙ Cross-training is the use of different modalities (treadmill, elliptical trainer, bike) during your exercise week.
- ⊙ Always take the time (5-10) minutes to stretch after exercise
- ⊙ Drink at least half your body weight in ounces of water.
- ⊙ Dehydration is very stressful on your heart

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new prod-

uct.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So,



Caption describing picture or graphic.

when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or

an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message



Caption describing picture or graphic.

you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are

also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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Kirkwood Community College Wellness News

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Fitness First



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

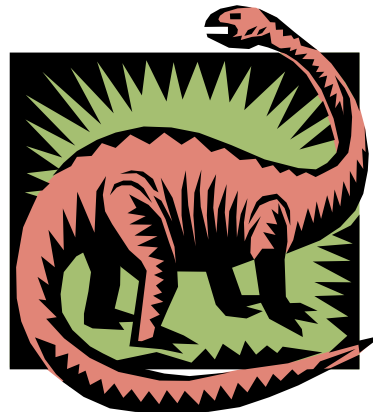
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all

employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a bi-annual charity auction.



Caption describing picture or graphic.

If space is available, this is a good place to insert a clip art image or some other graphic.