

## NEWS RELEASE



### #KinStartUpKit - *a passage from academics to practice of kinesiology*

OTTAWA, March 21st, 2018 – As part of the **2018 KinGames** – Kinesiology Games - from **March 22nd to 24th** in Edmonton’s University of Alberta, the Canadian Kinesiology Alliance / Alliance canadienne de kinésiologie (CKA / ACK) launches [#KinStartUpKit](http://www.KinStartUpKit.ca), a website dedicated to helping students of Kinesiology and Physical Activity as they are to enter the work force or to continue studies in specialties. That’s why #KinStartUpKit is a great tool for undergraduates and graduates to get started as Kinesiologists. The CKA / ACK, together with its partner Hexfit Solutions, invites students to take the time to better understand how Kinesiology is practiced in Canada and thus help students achieve their career goals.

#### FINDING OUT WHERE TO START – <http://www.KinStartUpKit.ca>

Participants of the 2018 KinGames – 32 universities – 800 students - are privy to a new tool launched especially for them by the CKA / ACK in partnership with Hexfit Solution. To find out where to start when finishing their undergraduate degree, students often have asked too many questions on the profession of Kinesiologist and how kinesiology is practiced in Canada. #KinStartUpKit is a one stop information hub. Visit [www.kinstartup.ca](http://www.kinstartup.ca) to learn more on:

1. **Who’s who:** Your Professional Associations of Kinesiology, Differences between CKA, CSEP, CATA, Professional Orders & College ;
2. **Structure of the profession:** Legislation & Governance, Scope of practice & NOC, Your obligations (Membership, Insurance, Continuing Education, Code of Ethics ;
3. **Work or Postgraduate Program ?:** Titles on the market, Field, Industries and Services offered by Kins, Job Opportunities, Income Stats, Work or Postgraduate Program ?, Research Grant Programs ;
4. **Resources, Tools and Material:** Forms and examples of letters easy to adapt to your practice, Promotional Material ;
5. **Self-employed or Start a business ?:** Start-up programs, Grants or other financing tools, Business plan structure, List of consultants, Legal dtatus and registration, Attract more clients ? ;
6. **Science of Kinesiology:** Articles, abstracts & research papers, Videos, Get published ?

In addition, visit [www.cka.ca](http://www.cka.ca) to watch a new series of videos on popular topics such as *Trendy Training Techniques, Fall Prevention, Weight Loss, or Chronic Disease Management*. Other topics include: *What is the role of a Kinesiologist? How to Claim Kinesiology Insurance benefits? When to consult a MD, a physio or a Kin?* These are just some of the promotional material and tools made available to Kinesiologists by the CKA.

*“When talking to students about managing their career, we invite them to get informed on how kinesiology is practiced in Canada and the particularities in each province. As they are about to embark in their career after three*



to four year bachelor’s degree from a kinesiology, human kinetics, kinanthropology, exercise physiology program or physical activity, the CKA / ACK has developed specifically for them #KinStartUpKit, states Marie-Claude Leblanc, president of the Canadian Kinesiology Alliance. The good news is that Kinesiology is a young profession, yet maturing quickly. On a national level, the CKA / ACK with the seven Provincial Kinesiology Associations (PKAs) develop progressive partnerships to advance, to promote and to advocate kinesiology to ensure its broadly recognition by all Canadians as leading health profession. All this starts with Students – future Kinesiologists. Once well integrated in the profession, they can ensure that their clients’ exercise programs will have the greatest benefit on their overall health.”

### KINESIOLOGY: A PROVEN METHOD TO IMPROVE OVERALL HEALTH

According to the Conference Board of Canada, if we were to decrease the number of inactive Canadians by even 10%, we’d see a 30% reduction in all-cause mortality and major savings in health care. It is in fact estimated that more than \$2.4 billion, or 3.7 per cent of all healthcare costs, were attributed to the direct cost of treating illness and disease due to physical inactivity<sup>1</sup>. The financial impact of poor health amounts to a loss of more than \$4.3 billion to the Canadian economy, and the negative repercussions of inactivity cost the healthcare system \$89 billion per year in Canada<sup>2</sup>.

### ABOUT THE CANADIAN KINESIOLOGY ALLIANCE

The Canadian Kinesiology Alliance / Alliance canadienne de kinésiologie - CKA / ACK - is a non-profit organisation representing seven provincial kinesiology associations (PKAs) that are member associations and over 3,600 affiliated Kinesiologists. You, as a Kinesiologist, must become a member of a PKA and the CKA / ACK to be able to practice in good standing and to receive a variety of services to help in your practice. The CKA / ACK works with a broad group of stakeholders that include industry, government and other health profession association groups. The CKA / ACK acts to unify and harmonize the governance and standards for kinesiology within Canada. Given that the mandate for the CKA / ACK is national in scope, over the years it has worked hard to build mutually-beneficial and cooperative relationships with provincial associations and groups.

To follow the Canadian Kinesiology Alliance on Facebook and Twitter: @CdnKinesiology

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### To schedule an interview or for more information:

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<sup>1</sup> Based on year 2009. Jansen et al., 2012

<sup>2</sup> Based on year 2013.

