

EuropeActive Occupational Standards Summary Document

'Online Provision of Fitness Services' Lifelong Learning Qualification (EQF Level 3)

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Online Provision of Fitness Services

Job purpose

To deliver online fitness services, within the scope of practice as a certified exercise professional at a particular EQF level, and to promote these services using online marketing, where permitted.

Specific pre-requisites

A holder of the LLQ 'Online provision of fitness services' must:

- *be over 18 years of age*
- *be a registered fitness professional (EREPS or equivalent) at any level (only offering services within the appropriate scope of practice)*
- *have specific competences when working with a specific group of clients (e.g. children and youth, at risk clients), confirmed by EuropeActive or another recognised institution*
- *have basic online skills and literacy*

Target learners

Exercise professionals at all EQF levels (in particular fitness instructors and group fitness instructors and personal trainers), who are working or are planning to work both exclusively online or to significantly support their services, provided in a traditional way, with online tools.

Level of entry on to EREPS

As an LLQ this qualification does not give entry to a particular level but can be recorded as a qualification on the EREPS members' profile.

Technical expert group members and external consultation experts

This qualification was fully adopted within the process of external consultation and afterwards approved by the EuropeActive Professional Standards Committee.

Director of the Professional Standards Committee

Julian Berriman, MA, PSC Director, EuropeActive, Belgium

Technical Expert Group:

TEG Leader

Prof. Anna Szumilewicz, PhD, PSC Deputy Director – Standards, EuropeActive, Brussels, Belgium; GPUES - Gdansk University of Physical Education and Sport, Poland

TEG participants:

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- *Anna Bogdanova, Personal Trainer, PSC Deputy Director - EREPS, EuropeActive, Denmark*
- *Dr. Michael Harrison, PSC Deputy Director - Accreditation, EuropeActive, Belgium; Waterford Institute of Technology, Ireland*
- *Colin Huffen, Chartered Institute for the Management of Sport and Physical Activity, SportPark Loughborough University, United Kingdom*
- *David Kingsbury, Personal Trainer, United Kingdom*
- *Prof. Simona Pajaujiene, PhD, Lithuanian Association of Health and Fitness Clubs (LSKA), Lithuanian Sports University, Lithuania*
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- *Prof. Rita Santos Rocha, PhD, ESDRM-IPS - Sport Sciences School of Rio Maior - Polytechnic Institute of Santarém, Rio Maior, Portugal*
- *Dipanda Silva, Personal Training Director in VivaGym, FitnessHut, Portugal*

External consultation experts:

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- *John van Heel, EFAA/New Health Foundation, The Netherlands*
- *Rick Howard, Keilir – Health Academy, Iceland*
- *Rosita Kastro, Athletic House, Turkey*
- *Graham Melstrand, American Council on Exercise, USA*
- *Timothy Obbers, Physical Coaching Academy, Belgium*
- *Małgorzata Perl, Exercise is Medicine - Poland, Poland*
- *Francine Raveney, Personal Trainer, France*
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Units and Learning Outcomes

Unit	EQF Level	Learning outcomes
Organisational, legal and ethical issues related to using the LLL qualification 'Online provision of fitness services'	3	<p>Know the nature, delivery modes and potential of online fitness services to promote healthy lifestyles</p> <p>Understand the legal and ethical issues related to the safe and effective provision of online fitness services</p>
Fundamental rules and tools in the online provision of fitness services	3	<p>Know the range of digital tools that can be used to deliver online fitness services</p> <p>Be able to use digital tools for fitness and health screening, training programme design and progress monitoring</p> <p>Be able to apply online fitness tools to onboard clients and provide training programme</p> <p>Understand how to build rapport and motivation of online clients, provide information, obtain feedback from clients and generally communicate effectively with clients</p>
Limitations and safety considerations related to the online provision of fitness services	3	<p>Understand how to ensure the safety and effectiveness of online fitness services in order to mitigate any risks to clients</p> <p>Understand how to communicate with online clients to overcome the limitations of not being physically present</p> <p>Know the rules and understand the importance of holding valid insurance and utilising disclaimer forms</p> <p>Understand the risks related to online fitness services and the importance of personal time management in the provision of online fitness services</p>

<p>Online marketing</p>	<p>3</p>	<p>Know online marketing options and understand how to establish an online brand presence</p> <p>Be able to analyse the online market, identify a market niche, create products and marketing / sales strategies for that niche</p> <p>Understand how to set up and manage an online bookings / payments service and, a professional website to provide good customer service</p>
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