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## Qual. Comm. Research Methods

Tracy Routsong

Abstract   
I am deeply concerned about where we are likely to end up if persistently eat unregulated quantities of certain foods which exposes our bodies to increased risks of developing medical complications . Since I was a little boy I have always liked participating in sporting activities , to keep my body healthy and in good shape but, in the onset of puberty my favorites meals became burgess, hot dogs, and other types of foodstuffs which can cause ill health . As soon as I realized that to be healthy one has to maintain physical body fitness I started to observe healthier eating habits and regular physical body exercise.   
Yoga has experienced growing popularity because of it alleged fitness and even healing effects, and Glazers explores the benefits associated with the sport and possible cure for stress, multiple psychological difficulties as well as physical pain among others. The article examines several research results on the varied issues associated with the practice of Yoga, including a 2003 California University and Leipzig University’s separate studies that concluded that Yoga has possible effect on the reduction of physical and emotional aggression, with the effect being more evidenced in special needs children.   
The article asserts that concurrent studies conducted in San Diego, St. Albert Canada and elsewhere across the world have as well resulted in affirmative results for the benefits of Yoga to mental health and fitness, coupled with the widespread belief among majority physical health professionals and doctors that Yoga has potentially helpful effects on children’s physical and mental wellbeing. Glazer’s article is brief, easy to read and understand, while at once contains scientifically factual information on the latest research findings on the health benefits of Yoga, which will crucially serve to dispel the widespread misgivings about Yoga being superstitious and ineffective. The accessible language of the article and scientific accuracy are a great help.

## Research Problem

Most people do not realize the ease and limited effort and resources are necessary to keep fit and this article offers practicable incentive campaigns to reach populations, encouraging low cost fitness programs, presenting results that participants in the campaigns markedly boosted their health and wellbeing. The article includes the definition and information about what comprises incentive campaigns and the widespread benefits. Asserting the effectiveness of these measures in the prevention of cardiovascular diseases, cancer, stress and weight management, Peterson argues that institutions and individuals should carefully assess the health and fitness requirements according to their occupations, level of occupational exercises, their safety data, insurance policies and ability to afford varied fitness programs.

## Literature Review

Haugen (2011) includes easy to follow steps in the planning of effective incentive campaigns that comprise of measurement of the target population’s behavior and lifestyle areas as a basis for the plans. In addition, such plans must according to the article include engaging themes for the target population as well as incentives for the population to engage in the programs, coupled with the choice of the most suitable competition that must subsequently be chosen. The choice of the different factors of these elements must be informed by the varied factors specific to the target population. Even most crucially, it is necessary for successive campaigns to be evaluated for failures and strong areas, in order to form a basis for boosting the success of subsequent efforts.   
Kravitz is a leading academic and practitioner in health and fitness. In this report, he presents upwards of 25 different benefits physical activity, backed by research evidence in order to present a cogent case for physical fitness and healthy lifestyles. This report includes research and statistical and research evidence from the Center for Disease Control (2007), The American College of Sports Medicine as well has a wealth of existent literatures in the discipline. The academic asserts that there is evidence on multiple claimed benefits of fit and active lifestyles; it is scientifically proven that fit and healthy lifestyles reduce the predisposition to cardiovascular diseases by up to 50%. This includes cardiovascular benefits depending on the choice and suitability of the different exercises.   
The effect of health and fitness on cardiovascular health has attracted a wealth of scientific research and Myers (2003) examines the different relationships between cardiovascular health, physical fitness and physical activities. This assessment comprises among others, of varied expert panels drawn from the CDC, ACSN, the American Heart Association and US Surgeon General’s Report on Physical Activity reports, research findings and other assessments on cardiovascular health and the need of physical activities.   
Against this background, the European Journal of Cardiovascular Prevention & Rehabilitation presents the widely acknowledged benenfits of healthy lifestyles, good eating behaviors and physical exercise, which are not only similar to the findings in Kravitz (2007) but go further to give these f indings more credence, through the presentation of peer reviewed reseearch evidence. Myers asserts that sedentary lifestyles comprise a major risk factor, among five critical risk factors (high bllood pressure, obesity, smoking and high blood lipid levels) for cardiac diseases. Myers (2007) does as well detail multiple other benefits of physical fitness, backed by firm research and statistical evidence.   
Dr. Onywera shifts the attention from cardiovascular diseases and instead seeks to focus attention on fast growing childhood obesity, which has as well been linked to sedentary lifestyles, poor eating habits and physical inactivity. It has reached nearly epidemic levels, effectively presenting a massive problem both in the developed and developing worlds, despite the variation in the rates of growth. This SAGE Journals publication does as well present the problem from the African perspective, thus countering the globally widespread association of childhood obesity with the developed world.   
In addition, the increased availability and growing popularity of fast foods, which are high calories, coupled with schooling curriculum that lay little effort on physical activities. These transitions have further been complicated by the continent’s cultural beliefs that consider being overweight as a sign of success, prestige and wellbeing. Efforts to boost both awareness and active lifestyles are yet to bear considerable results, with devastating consequences on the health and lives of millions of children in Africa. This article is an excellent primer on the effects of physical activity and fitness on individuals, regardless of the economic or geographical backgrounds.   
This article points to increased sedentary and unhealthy lifestyles adopted by the growing number of economically well-off portions of the population. Citing scientific research evidence and information, the article published in the ACSM'S Health & Fitness Journal, a leading authority on health and fitness, presents a case for better lifestyles and exercise. It gives information of the potential health difficulties associated with poor lifestyles, physical inactivity, coupled with poor eating habits on an individual’s health, as a basis for advocating for better lifestyles. Peterson holds a PhD in Sports Medicine and has written multiple papers on the subject, effectively giving the population and any future academic inquiries impotant insight and expertise.   
The research report, which was published in 2008 presents a study of the varied functions of Leptin in the regulation of blood pressure right from the center to the peripheral mechanisms. The article details the study on the role of physical activity on plasma. Leptin coupled with the assessment of the effect that plasma leptin does in turn have on the regulation of blood pressure. The article reaches the conclusion that the relationship between blood pressure and plasma leptin is singly attributable to low physical inactivity, citing evidence of the lack of the relationship is hardly observable among physically active populations. This study, which was centered on women subjects, revealed evidence identical to similar studies conducted in Australia, which sought to determine the mechanism of leptin resistance.   
This study affirmed that the resistance stems from the increased production of leptin in response to increased body fat. This in turn leads to the body increasing its energy expenditure, while at once inhibiting food in-take that serves to ensure that the energy and body weights are kept in check. However, overproduction of plasma leptons leads to resistance especially in obese individuals, which further affects their ability to use up excessive energy in the body, which builds up in the form of body fats. Jan Polak is a leading academic and researcher, which gives this article particular credibility that would prove critically influential in subsequent scholarly works in this field. It will as well form a valuable part of the literature review on health and fitness.   
Walter Thompson, PhD, presents an assessment of the annual ACSM Global Survey of Fitness Trends, which have been conducted for the previous 6 years. These studies have pointed to constantly declining involvement in fitness programs over the latest 3 year, largely attributable to the harsh economic times occasioned by the global economic recession. The fitness trends indicate the growing distinction between fads and trends to refer to the population’s movement towards certain health and fitness activities. Unlike many surveys on the same, this annual surveys use health and fitness professionals and practitioners as subjects in the research, effectively boosting both the insight as well as quality of the responses and their subsequent implication on the practice and academic efforts into the same.

## Data Analysis

Physical exercises and healthy lifestyles have an effect on the predisposition to diabetes (which has hit epidemic proportions across the world) through its effect on insulin sensitivity, coupled with glucose metabolism that ensures the optimal balance of insulin and energy in the body. Further benefits health and fitness include the possibility of reducing hypertension. This stems from the fact that diastolic and systolic blood pressures are critical risk factors in the development of hypertension, while the blood pressure can be easily controlled by keeping fat build on the walls off blood vessels, accomplished through health eating and exercise. Other benefits include:   
(i) Improvements in blood triglycerides, LDL cholesterol and cholesterol control.   
(ii) Prevention of stroke.   
(iii) Prevention of breast, colon and several myeloma cancers.   
There are upwards of 250, 000 cardiovascular diseases-related deaths in the US alone, widely attributed to sedentary lifestyles, poor eating habits and lack of exercise.   
Reducing these risk factors has the predictable result of reducing an individual’s predisposition to cardiovascular diseases, and perhaps even more significantly, because physical activities have a beneficial effect on the remaining risk factors.   
Dr. Onywera asserts that the African continent has been affected by the physical activity and nutritional transitions, occasioned by the rapid urbanization, white collar employment, increased use of motorized means of transport as against previously where the lifestyles were more physical and energy consuming.

## Conclusion

These surveys cover the fitness and health trends in clinical, commercial, corporate sectors and individual communities, effectively detailing the movements in the practices of the population. Despite the fact that the surveys do not include information evaluating gym apparatus, equipment or other fitness equipments, it serves as a critical indicator of what the population is up to with regard to health and fitness. This does as well offer a critical indication to manufacturers of fitness and health equipment and products to better meet the demand and needs of the markets.

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