

# GUIDELINES

## FOR CONTRIBUTORS

This document is intended to provide you with insight into canfitpro's commitment to action around Diversity, Equity & Inclusion. Specifically, your contributions to creating content that reflects the vast diversity of canfitpro community members. Through all that we do, including sharing your content through our communication platforms, we strive to promote and embrace a diverse and authentic industry while endeavoring to create safe and barrier-free spaces for all.

When creating your content, we ask that you consider the following:



**Is it reflective of the diverse populations we aim to serve? Will a broad range of members see themselves or identify with positive, diverse role models in your content?**

**Considerations:** Review photos, illustrations, case study examples, etc. to broaden the representation of different ages, abilities, races, cultures, religions, gender identities, sexual identities, and body sizes.

**Have you used appropriate language and terminology?**

**Considerations:** Avoid using acronyms or slang. Become more inclusive by removing gender assumptions and seeking to use more gender-neutral language. When you're talking to session attendees or when fitness professionals are addressing a group, gender doesn't really matter, so why not replace **'you guys'** with **'you all'**, **'friends'** or **'y'all'**.

## Have you avoided bias, stereotypes, potentially offensive content or hurtful cliches?

With respect to what is healthy, canfitpro is working on becoming “weight neutral” in how we discuss/position physical activity. Meaning, advocating for the many benefits of exercise without focusing on weight loss as the outcome.

*The stereotype that people in larger bodies are unfit is to be avoided.*

For example, in a sentence from the 2nd Edition of Foundations of Professional Personal Training (p. 194):

“...asking an unfit client who is moderately overweight to perform difficult fitness tests may undermine that client’s self-esteem.”

*Simply removing the terms “moderately overweight” will avoid the stereotype that people in larger bodies are unfit.*

In this way canfitpro will have a cascading effect in terms of working to eliminate weight stigma and promoting body diversity while encouraging everyone to be physically active. Your content should support canfitpro in being inclusive, respectful, and welcoming to all, without perpetuating pre-conceived notions about fitness level based on body size.

With respect to our canfitpro members of Indigenous and African descent, we are guiding contributors to avoid using the word “tribe” when describing groups with shared interests. Using the word, even casually, can undermine the unique political, legal, and social status of tribes. We are guiding people to use another word that conveys a “sense of belonging”, so we aren’t using terminology that has potentially hurtful connotations for marginalized groups. Instead of “**tribe**” you can use the term “**community**”, “**pack**”, “**team**” or “**crew**”, to name a few.



## Is it delivered in an accessible format?

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**Considerations:** Make your content more accessible by using minimum 14 pt. size font and by selecting colours that have strong contrast with slide background. Consider using built-in slide designs for inclusive reading order, colours and more.



## A Final Word

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As a canfitpro contributor, you are required to respond and/or change content if canfitpro presents issues or opportunities for more positive representation of marginalized groups. Feedback may feel uncomfortable, but the outcomes are well worth it. Our members appreciate these efforts and there is an opportunity to create change and impact within the industry if we critically analyze our content regarding Diversity, Equity & Inclusion.

Thank you for your support of Diversity, Equity & Inclusion representation within content. We are all learning and unlearning as we go. With an open mind and growth mindset, we look forward to your questions, feedback, and ideas.

Together we will help canfitpro education, events and resources reflect greater diversity with the hopes that people from all backgrounds and experiences feel welcomed and included in the fitness industry.