

iGIANT® Roundtable

CRUNCH GYM Studio

Washington, DC

April 27, 2019

Attendees: CRUNCH management, CRUNCH members, general public

The discussion began with a brief overview of the iGIANT® and how sex/gender impacts fitness and wellbeing. In regard to training and physical activity, there are differences in how men and women interact with equipment, apparel and training protocols. While there are gender differences in how people gravitate to particular activities such as women tending to favor group classes, whereas men prefer weight training and equipment, there are differences in how men and women train as well. Women, on average, have about 40% less upper body strength compared to men and more type 1 muscle fibers which contributes to endurance. Men, on average, have more type 2 muscle fibers which contribute to speed. Studies appear to show that women can tolerate more repetitions with less time in between for recovery due to those differences.

Participants shared their stories about they observed sex/gender differences in their gym routines and in regard to musculo-skeletal injuries as well. Near the end of the roundtable, there was a call-to-action with participants (now iGIANT ambassadors) sharing their action items. Maggianos generously supplied a salad buffet following the roundtable in the studio.

The following are highlights from the discussion:

*Encourage more male trainers and management to join classes which may encourage more male CRUNCH members to participate as well. Classes help to improve and maintain flexibility and coordination and strength training which benefits everyone in their overall fitness.

*Have more trainers on the equipment floor to encourage and help members, especially female members, learn how to properly use equipment and weights.

*CRUNCH management offered to connect iGIANT to the national headquarters and to vendors for equipment and apparel to help expand iGIANT's Corporate Advisory Council. This can lead to the development of new design elements such as products and protocols which could receive an iGIANT seal of approval and marketed/branded as champions of gendered innovation.

*It was discussed that women may have a hard time with chin ups due to less upper body strength. This needs to be discussed with instructors on substituting poles with TRX and other assisted equipment to compensate for this which can also help avoid injury as well.

*Women's body shapes may make it difficult to use some equipment, for example, breast size can impact with deltoid presses or face down positions for hamstring raises. There was discussion on how to work around this using other equipment or techniques.

*One CRUNCH member who attended is a reporter for a senior living newspaper (distribution-over 500,000) and offered to write an article on sex/gender differences and fitness especially as it relates to aging.

*iGIANT was invited and agreed to speak to trainers during their in-service meeting to encourage them to see how sex/gender can impact their clients' performance and response to training.

*There were requests to repeat these roundtables on a Sunday without a holiday and right before yoga which may improve attendance.

*CRUNCH will be invited to participate or even co-host a future iGIANT Sports Summit which will bring together leaders in the field to have a more comprehensive discussion on gendered innovation and fitness.