



Otti Krempel

Born in 1954, she studied sports science in Cologne, gaining her degree in 1978. At the same time she studied English and French in Cologne, Bonn and Mainz.

She has been involved in the fitness industry since 1986 but, over the past 28 years has also worked as a consultant to a range of organisations such as the DTB and further organs of the German Sport Federation. For more than 15 years she has been one of the most sought after lecturers at national and international congresses (among others in Austria, Switzerland, the United Kingdom, Singapore and Hungary). Her key areas of expertise are health-oriented training, senior citizens and wellness. She has run training and professional development courses for fitness trainers for 18 years and for the past 3 years has primarily been involved in training managers for the wellness industry. For the same length of time she has been working as a management consultant and her key areas of expertise here are project development, personnel management and company restructuring.

Since 1.1.2003 she has been the managing director of DK-Consulting.

Alongside these activities she has also found time to write books. 6 have already been published and 2 further books are currently in preparation. In addition, she has written around 250 articles that have been published in a wide range of trade magazines.

In July 2003 she received the Fitness Tribune Award.

Otti Krempel is married and has 4 sons. Her hobbies include travel and reading.

**She holds the internationally
recognised Strenflex fitness sport
badge
BRONZE**



ISFHA established:

On February 25th 2008 the International Strenflex Fitness Sport & Health Association (ISFHA) was established in Zurich. The statutes of this association clearly state that its primary purpose is the promotion of health and fitness. Of course, it is possible to argue that there are already plenty of clubs, federations, trusts and institutions that have a stated aim of health promotion but whose successes in bringing about behavioural change among the general population have been rather limited, to say the least. If we take a closer look we see that most of these institutions are not actually involved in fitness and health, but are instead concentrating on the avoidance of certain illnesses (e.g. of the cardiovascular system, rheumatism, Alzheimer's, Parkinson's etc.) and bring those afflicted together into self-help groups and associations in order to put doctors, politicians and the pharmaceuticals industry under pressure, to intensify research efforts, to develop better cures or to provide a general platform for people to discuss their illnesses with others. Through their associations they are able to achieve their aims – as a result of their sheer numbers – and this is not only good and proper but often helps to improve the quality of life of the individual patient. United, we are strong – that was always true and continues to be the motto of welfare-based societies.

But isn't it an unbelievable paradox when the sick group together in order to improve their situation whilst the healthy have practically no lobby at all? It's a situation in which the sick decide how to distribute the money throughout the health service. Those who do not fall ill as a result of the way in

which they live their lives are being milked by the health insurance systems because it's only the healthy that allow the system to work. It's high time that this perverse situation with health insurance is brought to an end. But this can only happen if the strong and healthy in society can be brought to rebel against the continuously growing numbers of sick people and if more people can be persuaded to live healthily and remain able-bodied.

The many loud voices of the multifarious groups of sickness lobbyists must be countered with equally loud voices from the lobbyists that live healthy lifestyles. There is a huge number of lifestyle diseases that can be cured without expensive medicine-based treatments, operations and hospital visits if we could only combat them early with suitable preventative measures. In order to understand the objectives of ISFHA it is therefore necessary to first understand the current situation which prevails in the health systems of today's modern societies. One that is shaped by a plethora of different interest groups that, to some extent, reject any changes to the health system because they simply benefit too much from the convoluted way in which the current system works. The lobbyist groups of these associations have amassed huge war chests and their armoury includes tendentious research reports, generous gifts, sumptuous working dinners and bigger or smaller favours for people in positions to influence the health systems such as doctors, politicians, association officials and even the press.



A fundamental right to exercise demanded

We must first take a look at the current situation prevailing in the health market, a market that is going to develop into the most important employment sector over the coming decades. Let's therefore make a short digression into the realities of the health system world:

It is definitely no longer a secret that the human biomass on this planet is a quantitative growth factor. The world-wide population has risen to several billion people over the past century, creating supply problems in many countries, causing severe nutritional deficiencies and bringing cruel starvation upon millions. Those people frequently walk many kilometres on a daily basis to find urgently needed food, until they lose their strength to carry on. People are dying from starvation on the one hand, and there are more and more obese people on the other. The latter group suffer from a dramatic oversupply of food and a lifestyle lacking in physical activity leading to clotted arteries and their consequences such as vascular obliteration, heart attack or stroke.

Now nature doesn't know the laws of moral injustice, it just adapts and overcomes storms, floods, droughts and other climatic changes quite stoically. Those who don't adapt die – that's how infinitely simple nature's law of survival is. It applies equally to humans, animals and plants. Which is why species

that can't adapt will die out sooner or later while others manage to survive through adaptation, allowing new species to evolve. Man's exhaustible wisdom has of course long since realised these facts, but he still continues to cheat nature by all means.

He often succeeds as well, because his capacity to explore nature's laws and to assess the appropriate consequences enables him to develop extraordinary survival strategies. He grows food stuff (plants and animals), builds storm resistant houses, produces heat and cold on demand and designs means of transportation which save him a lot of energy. Saving energy is an extremely important survival method, as the latest studies show: People who eat less, are only moderately physically active and live in a cool ambient temperature reach a significantly higher age. At this point however, a striking paradox manifests itself: Vertebrate species, which man belongs to, must expend energy in order to be able to store more energy. This principle is known among all informed sport enthusiasts as "super compensation". If the higher developed creatures lack physical activity, nature's law "use it or lose it" unfortunately kicks in. In other words, organs (whether muscles, nerves, blood vessels, lung, heart, brain etc.) which are not used or under-used, degenerate or are, quite

simply, biologically "disposed of". The consequences of such lack of use are well known: spinal curvature, back and joint aches, obesity, diabetes, cardiovascular disease, lack of concentration, stress – the list goes on.

Physical, mental and spiritual integrity, things that we are entitled to at least technically, since the proclamation of the International Bill of Human Rights in 1976, is as far as man is concerned, directly dependent upon exercise. Those who don't exercise can't maintain their integrity, but heap a wealth of diseases upon themselves. This fundamental right to life and exercise is also enshrined in the constitution of the Federal Republic of Germany (section 2, par. 2), and other nations too have similar basic rights written into their laws. Health in all its facets however, can only be achieved if sufficient exercise is guaranteed in peoples' everyday lives. Which is why the right to physical integrity and security is inseparably linked to a basic right to exercise.

This basic right is violated every day in a downright terrible manner. At home, at the kindergarten, at school, everywhere children are requested to keep quiet. Being well-behaved, sitting still and listening for hours, and keeping a low profile, are basic virtues of well-bred offspring. If children want to indulge in their



Founding members: Jean-Pierre Schupp, Dr. Rolf Krempel, Kathy Fleig, H.H. Hans-Georg Yourievsky, Ernst Minar, MA

need to be active, they run the risk of being labelled as having “ADD” = Attention Deficit Disorder – (the name alone makes one shudder), so they can be tranquillised with medication. Apparently more than 20% of all children receive medication before their daily walk to school so they don’t get on their teachers’ nerves too much. Rather than granting children regular activity pauses (truly regular, i.e. multiple activity pauses on a daily basis) they become early victims of pharmaceutical suppliers who continue earning huge sums over the following years to the cost of these physically and mentally disabled cripples. Adult onset diabetes in adolescents, obesity in more than 30%, high blood pressure, spinal and joint deformations – huge amounts of money are waiting to be unfairly distributed here, for life!

This scandalous development must be stopped now! Enough pilot projects have shown that regular exercise promotes intelligence and achievement in school, reduces aggressive behaviour and ensures proper mental balance.

ISFHA’s express goal is to enshrine the fitness and health idea in kindergartens and schools through an active and fit lifestyle for children and adolescents. Health must be learned and practised as a basic principle early on and associated with physical activity; this is the only way to prevent lifestyle diseases which are otherwise programmed to happen.

ISFHA demands a basic right to exercise for children and adolescents. Because basic rights can be enforced by legal action, it is important to know how those who violate this right can be punished. How could pressure be put on kindergartens and schools to create more scope for physical activity? How could politicians and education authorities be put under pressure not to approve curricula with no provision for exercise and physical activity? How can daily sport be guaranteed in all schools? How should physicians who prescribe tranquillisers to normal children be punished? A right to physical activity is much more than a mere declaration of intent without any form of penal consequence. A right to exercise requires drastic changes to be made to existing infrastructures – but it is high time to push this through if we want to prevent a further worsening of the state of the health sector.

Consequently there must also be a right to exercise for adults. It cannot be that people remain at the computer, on the treadmill or behind the sales counter for hours on end. If people ruin themselves during work they then lack the strength to exercise in their leisure time. Active exercise pauses and integration of activity spaces in companies are urgently required to stop a growing number of people from becoming crippled through work. Alongside physical damage,

psychological stress is on the increase here too. Employers must grant the basic right to exercise and the obligation to exercise must be imposed on employees. Work must not be a source of illness. Work must take good health into consideration, not through repair mechanisms as has been the case until now, but instead through intensive prevention measures. Today quite a number of persuasive health promotion models exist in companies, but on the whole there are clearly far too few employers who truly care about the health of their workers.

Even worse are the violations against the basic right to physical activity for the elderly. One just needs to look at nursing and care homes in order to see the blatant breaches of basic human rights. Sedated with medication, elderly people doze in their beds, with some even strapped in (and not just those who must be strapped in for their own protection due to epileptic seizures or other grave conditions). Lengthy walks and other activities are hardly offered due to lack of personnel and completely overstrained carers. No wonder then that the decline in the health of many nursing home residents is unstoppable.

Looking at the exercise-lacking lifestyle of the citizens of so-called civilised states it becomes clear that the governments screw up miserably when it comes to keeping their citizens in good health.



They dispensed with physical activity in their institutions, delegating it to clubs, associations and commercial providers who cannot properly fulfil their obligations because they are harassed by those same governments with dues, taxes and charges. Physical activity offerings intended to promote health must be exempt from any tax and levy obligation. Current health promotion schemes (e.g. courses for which health insurance funds contribute up to 100% of costs) are a blatant sham: These moneys have already been squeezed from people via insurance premiums. Since the course fees are now redistributed via an unbelievably inflated administrative machinery (filing and granting of applications, issue of receipts etc) they become many times more expensive. This complete and utter hogwash must be stopped as fast as possible.

ISFHA demands a fundamental right to exercise for all people of all ages. Therefore, an international network should be created which integrates the health and fitness concept into everyday life. In order to achieve this goal on a European level in the first instance, an ISFHA Academy will be founded, inviting the best minds to develop international concepts geared at promoting active health. To this end, as many responsible people and players must become involved i.e. gyms, associations and local authorities acting as providers of health services.

Integration of research and academic institutions, universities, politicians, media experts, health insurance funds and other health insurers is required to implement comprehensive health promotion schemes.

Health and fitness must develop into cultural links between nations. This implies that priority must be given to health and fitness rather than focussing attention solely on disease, as has been the case to date. ISFHA will organise joint activities to highlight the importance of health and fitness in all areas of life - actions such as European Fitness Days, the introduction of the Strenflex sports badge in schools, gyms and clubs, fitness contests, and fitness and health campaigns. ISFHA as an association, sets the rules for the STRENFLEX sport (Strength, Endurance, Flexibility – those basic motor abilities that make up fitness) and organises national and international competitions for fitness athletes who like to compete in their discipline.

Fitness and health are however not a matter of age, sex, race or social class, and are not exclusively reserved for high performance athletes. Of course, everybody falls ill now and then, needing medical attention, there is no question about that. But it must also be a matter of course for everybody to take responsibility of their own health, avoiding everything that might be harmful to their health. And we don't preach an ascetic way of life

here either. Neither do we exalt health as a kind of religion. Health has a lot to do with fun and joy of life, meaning that once in a while it is perfectly alright to overdo things that are normally taboo (athletes have always done this, by the way, and will hopefully continue to do so). Health and fitness must be seen as a potentially positive experience, one that is able to stop the ongoing inflationary increase in diseases. Everyone can, within their capabilities, get and remain fit. Therefore ISFHA is open to all individuals and every member can help implement our association's far reaching goals by exercising the necessary "pressure of the masses" on a political and social level. Fit people must stand up against the flabbies, just like the immune system strikes back at pathogens. We have to put an end to the ambitions of the disease lobbyists who undermine the health sector, making active people the cash cows of the passive people.

We demand the fundamental right to exercise!

Further information: info@isfha.org

