

SITTING IS THE NEW SMOKING



THE URGENT NEED TO EMBRACE MOVEMENT FOR BETTER HEALTH

In today's fast-paced, technology-driven world, our lives have become more sedentary than ever before. We spend countless hours sitting at our desks, commuting in our cars, and relaxing on our couches. This modern lifestyle has led to a pervasive health crisis that experts are now comparing to the dangers of smoking. The phrase "sitting is the new smoking" encapsulates this alarming reality, highlighting the urgent need to address the detrimental effects of prolonged sitting on our health and well-being.

MOTION



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LOTION

THE SEDENTARY EPIDEMIC

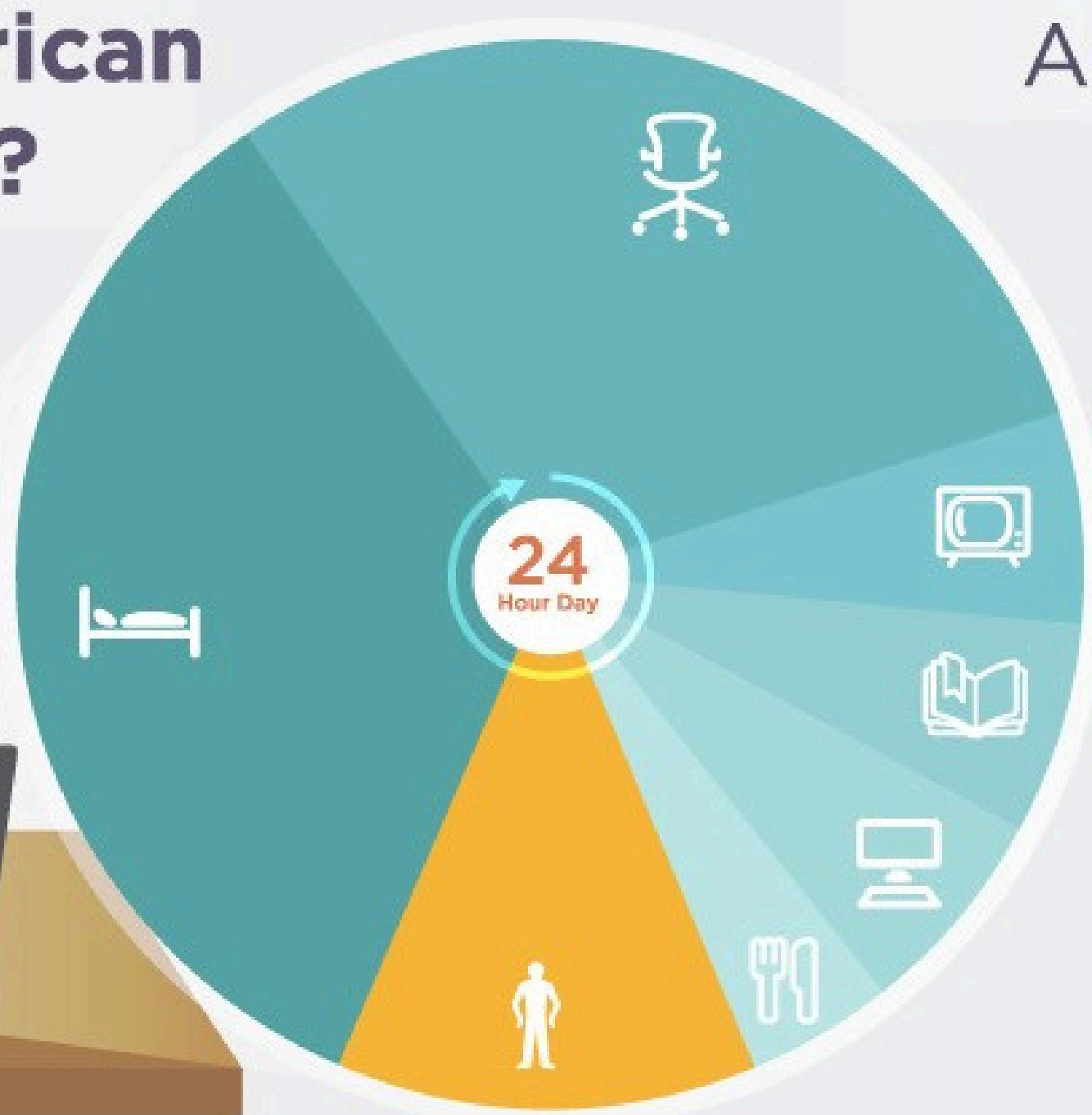
Studies have shown that the average adult spends more than half of their waking hours in sedentary activities. This includes not only work-related sitting but also leisure activities like watching TV or using digital devices. While sitting itself is not inherently harmful, the extended periods of inactivity associated with it can lead to a host of health problems.

SITTING SO MUCH SHOULD SCARE YOU

People across the U.S. are sitting almost all day, living an excessively sedentary lifestyle. They don't like it, they know it's bad for them, but they are doing it anyway.

How Sedentary is the Typical American Each Day?

Sedentary **21 Hours**
Active **3 Hours**



-  Sleeping **8 Hours**
-  Sitting at Work **7.5 Hours**
-  Watching TV **1.5 Hours**
-  Leisure Time **1.5 Hours**
-  On Home Computer **1.5 Hours**
-  Eating **1 Hour**
-  Active/Standing **3 Hours**

MOTION



CHANGES



EMOTION

THE HEALTH RISKS OF PROLONGED SITTING

The dangers of a sedentary lifestyle are far-reaching and well-documented. Here are some of the most significant health risks associated with prolonged sitting:

- **Cardiovascular Disease:** Sitting for long periods has been linked to an increased risk of heart disease. When we sit, blood flow slows, and muscles burn less fat, making it easier for fatty acids to clog the heart.
 - **Obesity and Metabolic Syndrome:** Inactivity is a major contributor to obesity and metabolic syndrome, a cluster of conditions that increase the risk of heart disease, stroke, and type 2 diabetes. Prolonged sitting can lead to insulin resistance, which is a precursor to diabetes.
 - **Poor Posture and Musculoskeletal Issues:** Sitting for extended periods often leads to poor posture, which can cause chronic back, neck, and shoulder pain. It also weakens the muscles in the lower back and legs, contributing to overall muscle degeneration.
 - **Mental Health Concerns:** A sedentary lifestyle can negatively impact mental health, leading to increased feelings of anxiety and depression. Regular movement is essential for maintaining mental well-being and cognitive function. Use it or lose it!
 - **Increased Mortality Risk:** Perhaps most alarming is the finding that prolonged sitting is associated with an increased risk of premature death. Studies suggest that even individuals who engage in regular exercise are not immune to the adverse effects of extended sitting.
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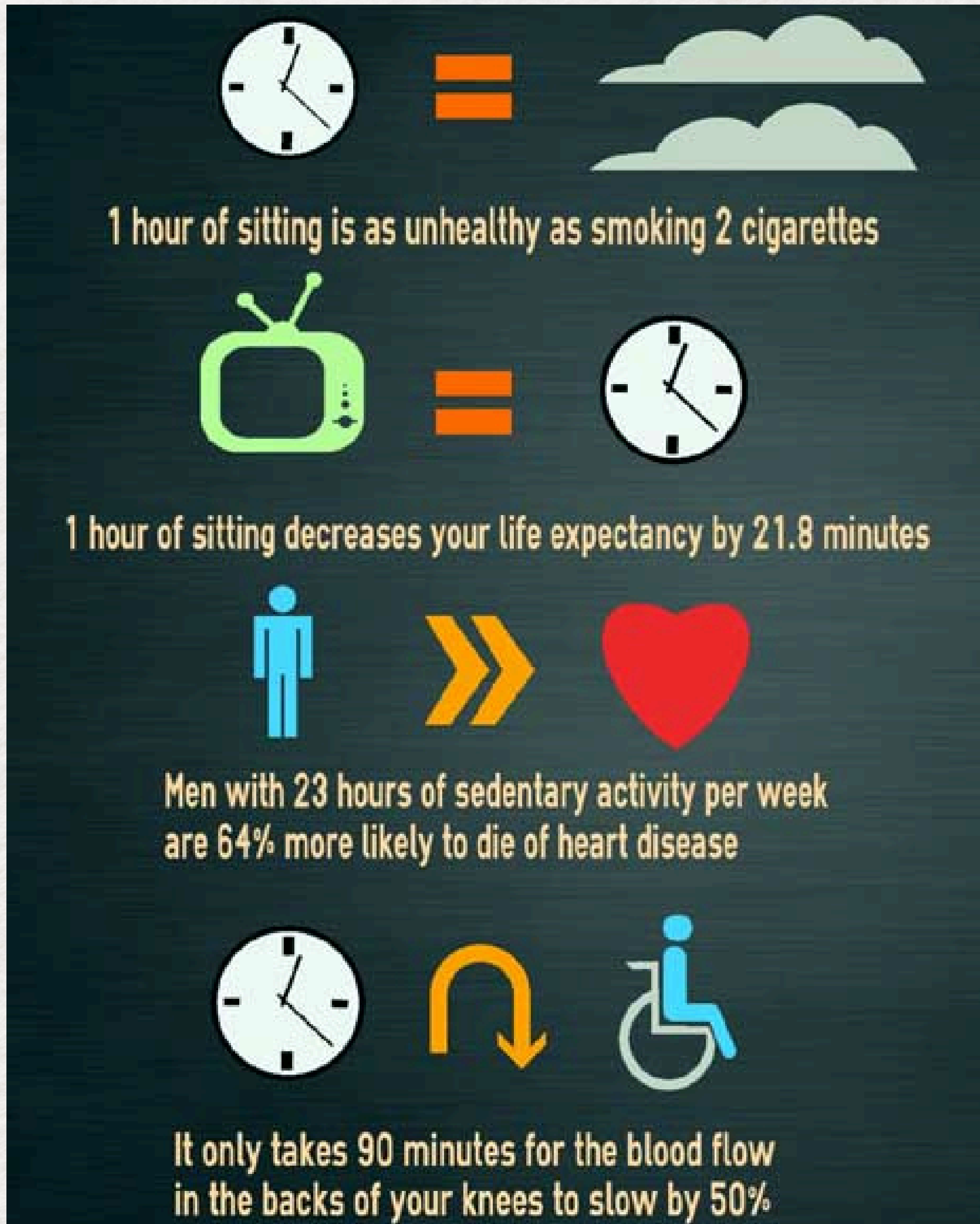
THE POWER OF MOVEMENT

The good news is that the negative impacts of prolonged sitting can be mitigated through regular movement. Incorporating more physical activity into your daily routine doesn't require drastic changes; small, consistent efforts can make a significant difference.

Here are some strategies to combat the sedentary lifestyle:

- **Stand Up and Move:** Aim to stand up and move around for at least five minutes every hour. This can be as simple as walking to get a glass of water, stretching, or doing a quick lap around the office.
 - **Incorporate Exercise into Your Routine:** Engage in at least 150 minutes of moderate-intensity aerobic activity or 75 minutes of vigorous-intensity activity each week, along with muscle-strengthening activities on two or more days per week. We're aiming for your heart rate to be above 60% of your maximal in that recommended time frame. This is where you will achieve the cardiovascular benefits & get into your fat burning zone.
 - **Active Workstations:** Consider using a standing desk or a treadmill desk. These alternatives can help reduce the amount of time spent sitting and promote a more active work environment.
 - **Take Active Breaks:** Instead of sitting during breaks, take a walk, do some stretching exercises, or engage in a quick workout. These activities can refresh your mind and body.
 - **Mindful Sitting:** When you do sit, be mindful of your posture. Keep your back straight, feet flat on the floor, and avoid slouching. Remember Superman/Superwoman stance. Use a chair that supports good posture.
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LET'S SEE SOME MORE STATS



Large Meta-Study Found Sitting:

- Increased overall mortality risk - 24%
 - Heart Disease Mortality Up - 18%
 - Cancer Mortality Up - 17%
 - 6-12 Hrs A Day Sitting Increased Risk Of Type 2 Diabetes By 91%
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CREATING A MOVEMENT-FOCUSED CULTURE

At JMB Fitness, we believe in the power of community and empowerment to drive positive change. We encourage everyone to adopt a movement-focused mindset, both individually and collectively. By fostering an environment that values and promotes physical activity, we can combat the sedentary epidemic and improve overall health and well-being. Joining mind & body to unleash your personal greatness!

MOVEMENT



HYDRATION



NUTRITION

THE URGENT CALL TO ACTION

The comparison of sitting to smoking is not merely a sensational headline; it is a wake-up call to the profound impact of our sedentary lifestyles. The time to act is now. Embrace movement as a vital component of your daily routine and inspire others to do the same. By taking proactive steps to reduce sitting time and increase physical activity, we can mitigate the health risks associated with prolonged inactivity and pave the way for a healthier, more vibrant future.

Join us at JMB Fitness as we work together to transform how we perceive and achieve wellness. Let's make movement a priority with gratitude you can still. Empower ourselves to lead healthier, more active lives, health is wealth. Remember, true strength comes from within, and every step you take brings you closer to unleashing your full potential.

For more personalized advice or to learn about our customized programs, visit us at 150 N. Main Street, Fairport, NY 14450, or contact us at 585-440-7782 or JMBFitness@JMBFitness.com. Let's rise from our seats and take the first step towards a healthier, more active life today. Every day is day one!

HEALTH, HAPPINESS & PEACE,

COACH JOSHUA BANKES



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