

THE MARTIAL ARTS PHENOMENA

Effects on Health



The Violent Picture of Martial Arts



Violent Sport Health Hazards

- In violent sport a person can win by physically hurting their opponent i.e. a Knock-Out wins in Boxing or TKD
- 1465 recorded deaths in Boxing (2007) as well as frequent brain trauma and permanent damage
- Since 1983, the Canadian, American & Australian Medical Associations have all called for ban on Boxing
- Canadian Medical Association recently launched a campaign to ban MMA style events in Canada

Support for Violent Sport is Increasing

- In the USA, television viewing of Mixed Martial Arts style events has surpassed Boxing
- This year the IOC gave Patronage for the 1st World Combat Games which included sports that could be termed violent
- Deaths due to head trauma from violent sport are increasing at a rate of over 100 per year
- Its no wonder people have a mixed feeling towards martial arts



Martial Arts Has 2 Sides

- **Combat Sport Component**
 - Students train solely to win
 - Opportunity to compete exists from Regional Tournaments to the Olympics Games and beyond
 - Combat Sport offers a huge financial opportunity
- **“Martial Wellness” Component**
 - Students train for a lifestyle
 - Opportunity exists from age 3 years old to over 90
 - provides means to living a long, healthy & moral life



Martial Wellness History

- Martial Wellness has its roots in the Shaolin Temple in China around 500AD
- Techniques were developed by Buddhist Monks to improve their health and for protection from Bandits
- Since that time it has made its way into other systems and spread throughout the world
- It is estimated that over 360 million people look to MW as a way of life



Today's Health Challenges

- Sport for All is looking for ways to overcome today's health challenges:
 - Inactivity
 - Stress
 - Obesity
- Here's how martial arts can help

3 to 6 Years of Age



Pre-School Age Benefits

- Age specific curriculums teach essential life skills:
 - Focus
 - Discipline
 - Coordination
 - Memory
- They re-inforce good family values
- Controlled classrooms teach pre-schoolers how to behave in a social environment
- According to child psychologists, these are the most influential years in child's development



Testimonial

- “..... I've noticed a big difference in his balance and coordination, as well as a huge improvement with his listening skills and concentration. These skills, and more are learned in a "fun" and "exciting" environment that seems to hold his interest more than any other activities we have tried. Thank you so much!” *Mother of 5 year old*

Ages 7 to 13



Benefits to Children

- Improves or maintains strength, balance and flexibility
- Belt System teaches children how to set goals
- “Focus” Drills help kids improve their marks in school
- Self-Defence Skills help children feel more confident about their own abilities
- Emotional control exercises help kids to learn how to control anger and fear
- Martial arts produces happier, healthier kids!



Testimonial

- "Ever since I can remember, my teachers have been on my case to concentrate. My mom and dad took me to a special Doctor and they said I had A.D.D. My teachers and doctors said I should be on drugs. My parents and I agreed we would try not to have me take drugs.
- About 6 months ago, I joined Karate. My teachers are now telling my parents what a vast improvement! Am I taking drugs? No way!!
- My mom is so happy she does not have to constantly remind me of homework. I do it without being reminded. Best of all, the interim report card I received has S's and G's on it. I feel really proud that Karate has helped me learn to focus better.
- P.S. My mom says the cost of the program is far less per month than any drug, and both she and my dad are very proud of my determination to succeed"
- *12 year old boy*

Ages 13 & Up



Benefits to Adults & Teens

- Provides a physical activity that improves or maintains strength, balance & flexibility
- A non-religious environment supporting good social and morals values
- Self-Defense skills teach people how to be fair and “Assertive” (appropriate Response)
- Adults find themselves in a safe community where they can continue to enhance their lives
- Programs help people to “De-Stress”!

Testimonial

- “Karate has been one of the best things that I have done for myself. It has made me stronger mentally and physically. I'm more confident in everything I do. And I feel that if I was attacked, or threatened, I could protect myself.” 15 year old Girl

Third Age



Testimonial

- “I have gone from a person with a debilitating disease to an aspiring athlete keeping pace with my son. Recently we both earned our Blue Belts!” *54 year old man challenged by Crohn’s disease*

No Age limitations

- Martial Wellness has no age limitations
- In China, seniors practice Tai Chi in the parks to counter aging and health deterioration
- Okinawa, the birthplace of Karate has the lowest mortality rate and longest life expectancy in the world
- People have been practicing and enjoying the benefits of martial arts for millenniums
- The lack of understanding of the wellness side of this activity has kept it from reaching even more lives

