



So You Want to Be an ESHP Major

Due to the increasing costs of all associated areas of health care, we are experiencing a trend of increased personal involvement in matters of individual health. People are assuming more responsibility for their health and are relying less on traditional medical interventions. This new public awareness, and attention to various health issues, is increasing the demand for services and information in the areas of health promotion. Even within the medical community, the need for cost containment has resulted in the surge of the “Allied Health Professions” and the expansion of the “Paramedical” field. The concept of prevention is now a very hot topic and is receiving growing attention from the medical and research communities. More people are participating in regular physical activity and becoming increasingly aware of their nutritional habits, all in an effort to delay or prevent the onset of many of the chronic diseases plaguing

our industrialized society. Even large corporations are now acknowledging the wisdom of prevention and this is reflected by the number of “Corporate Wellness Centers.”

The world’s love affair with sports also adds to the demand for ESHP professionals. Athletic performance is now a multimillion dollar commodity and athletes of all levels are looking to improve, maintain, and in the case of rehab, regain their level of play as soon as possible.

All of these reasons, and many more, make the ESHP graduate an “economically viable” asset to any group or organization.