



Exercise is Medicine[®] Month 2014 Toolkit

Support for the Exercise is Medicine[®] Global Initiative is Provided By:

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Introduction to Exercise is Medicine® Month Toolkit

This Exercise is Medicine® Month Communications Toolkit is designed to help bolster your EIM activities and promote EIM month activities. The information includes message platforms, sample materials and action steps to help you participate in Exercise is Medicine Month.

This Toolkit is a powerful resource to help our partners reach key constituents with messages about EIM that they can easily understand, believe and support. In this Toolkit, you also will find media relations support materials, including template press releases.

By implementing a nationwide communications plan focused on EIM Month, we hope to influence, educate and empower health care providers, fitness professionals, the public, and supporting organizations and constituents to recognize, emphasize and celebrate the valuable health benefits of physical activity and exercise on a national scale.

Resources and Contacts

<http://exerciseismedicine.org/makeithappen.htm>

MEDIA CONTACTS

Exercise is Medicine® is an initiative *coordinated by the American College of Sports Medicine (ACSM)*. Members of the media may contact ACSM staff for more information on the initiative, story ideas, expert referrals, guest speakers or other resources.

Telephone:

317-637-9200 ext. 163

Email:

eim@acsm.org

Exercise is Medicine® encourages all individuals to send proclamations, documents, pictures, etc. electronically to the EIM email address eim@acsm.org. If you choose to send in physical copies to EIM, please contact us at the email listed above for mailing instructions.

Social Media

Visit www.exerciseismedicine.org to view the latest program news and updates.

Follow EIM on Twitter at [@EIMnews](https://twitter.com/EIMnews) for health tips and the latest news.

Use #EIMmonth in your tweets leading up to and throughout the month of May.

Exercise is Medicine is on Facebook at:

<https://www.facebook.com/pages/Exercise-is-Medicine/61759933501?ref=hl>

Follow EIM and pin relatable links to Pinterest at <http://pinterest.com/eim2007/>

Follow EIM and post relatable pictures to Instagram at <http://instagram.com/eim2007/>

If you are at an EIM Month event, take photos and upload to Twitter, Facebook or Instagram with #EIMmonth.

THE PROBLEM

Physical inactivity is a fast-growing public health problem and contributes to a variety of chronic diseases and health complications, including obesity, diabetes and cancer. In addition to improving a patient's overall health, increasing physical activity has proven effective in the treatment and prevention of chronic diseases. Even with all the benefits of physical activity, in the United States and many other countries, levels of inactivity are alarming. We are facing what is now referred to as an "inactivity epidemic," with tremendous costs.

- According to the World Health Organization's most recent Global Health Risks data (2004) after high blood pressure, tobacco use and high blood glucose, physical inactivity constitutes the 4th leading cause of death globally, with about 3.3 million attributed deaths per year. More recent evidence (2009) using direct measure, rather than survey data shows physical inactivity to be the leading cause of death in the U.S.
- More than half of adults (56%) do not meet the recommendations for sufficient physical activity in the 2008 Physical Activity Guidelines.
- In a study of older adolescents and adults in the U.S., participants spent almost eight hours a day in sedentary behaviors, while as much as 36% of adults engaged in no leisure-time physical activity at all.
- A study in 2008 shows that physical inactivity costs the U.S. Health Care System \$330 per person each year, which equals more than \$102 billion dollars annually.
- 40% of U.S. primary care doctors and 36% of US medical students do not meet 2008 federal physical activity guidelines. Physically inactive doctors are less likely to provide exercise counseling to patients and provide less credible role models for the adoption of healthy behaviors. Not surprisingly, only 34% of U.S. adults report having received exercise counseling at their last medical visit.

THE BENEFITS:

Many research studies have shown the benefits of regular physical activities. The U.S. Federal Physical Guidelines and many studies show that 150 minutes per week of moderate intensity physical activity is required to achieve these health benefits.

- Research shows that a low level of physical activity exposes a patient to a greater risk of dying than does smoking, obesity, hypertension, or high cholesterol, and for older men, regular physical activity can decrease the risk of death by 40%.
- Active individuals in their 80s have a lower risk of death than inactive individuals in their 60s.

Regular physical activity can:

- Reduce mortality and the risk of recurrent breast cancer by approximately 50%.
- Lower the risk of colon cancer by over 60%.
- Reduce the risk of developing of Alzheimer's disease by approximately 40%.
- Reduce the incidence of heart disease and high blood pressure by approximately 40%.
- Lower the risk of stroke by 27%.
- Lower the risk of developing type II diabetes by 58%
- Be twice as effective in treating type II diabetes as the standard insulin prescription and can save \$2250 per person per year when compared to the cost of standard drug treatment.
- Can decrease depression as effectively as Prozac or behavioral therapy.
- Adults with better muscle strength have a 20% lower risk of mortality (33% lower risk of cancer specific mortality) than adults with low muscle strength.

- A low level of fitness is a bigger risk factor for mortality than mild-moderate obesity. It is better to be fit and overweight than unfit with a lower percentage of body fat.
- Regular physical activity has been shown to lead to higher SAT scores for adolescents.
- In an elementary school setting, regular physical activity can decrease discipline incidents involving violence by 59% and decrease out of school suspensions by 67%.

CO – BENEFITS OF PHYSICAL ACTIVITY AND EXERCISE

- Improvement of individual health and quality of life.
- Economic savings through reduced health care costs (and, for active transport, saving on auto expenses).
- Reduced environmental impact through active transport.
- Increased worked productivity, reduced absenteeism; worker cooperation, attitude, etc..
- Higher academic achievement among students.
- Improved cognitive function in children, youth, adults & older adults.

A SOLUTION TO THE GREATEST PUBLIC HEALTH PROBLEM OF THE 21ST CENTURY

Exercise is Medicine[®] is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients. Exercise is Medicine is committed to the belief that exercise and physical activity are integral to the prevention and treatment of chronic disease and should be regularly assessed as part of medical care. Along with the National Physical Activity Plan, Exercise is Medicine strives to make physical activity a “vital sign” that is routinely assessed at every patient interaction with a health care provider. U.S. Surgeon General Regina Benjamin, M.D., M.B.A., serves as honorary chair of Exercise is Medicine[®].

GUIDING PRINCIPLES OF EXERCISE IS MEDICINE

The guiding principles of Exercise is Medicine[®], a multi-organizational initiative coordinated by the American College of Sports Medicine (ACSM), are designed to improve the health and well-being of our nation through a regular physical activity prescription from doctors and other health care providers, or from a health and fitness professional working with the health care provider.

The guiding principles are as follows:

- Exercise and physical activity are important to health and the prevention and treatment of many chronic diseases.
- More should be done to address physical activity and exercise in health care settings.
- Multi-organizational efforts to bring a greater focus on physical activity and exercise in health care settings are to be encouraged.

A CRITICAL CALL TO ACTION

Physical inactivity is a fast-growing public health problem and contributes to a variety of chronic diseases and health complications, including obesity, heart disease, diabetes, hypertension, cancer, depression and anxiety, arthritis, and osteoporosis. In addition to improving a patient’s overall health, increasing physical activity has proven effective in the treatment and prevention of chronic diseases. Therefore, Exercise is Medicine[®] calls on each person and all partners dedicated to the idea that exercise truly is medicine to continue to build, support and advocate for physical activity as essential for global health and wellbeing by committing to action. Policy makers are called to change policy to support physical activity as a vital sign for health. Health care providers and fitness professionals are called to integrate exercise into every patient and client interaction. Communities, workplaces and schools are called to promote physical activity as an essential part of health and wellbeing.

Exercise is Medicine® Fact Sheet



- Exercise is Medicine® is coordinated by the American College of Sports Medicine, the leading health, sports medicine and exercise science organization worldwide.
 - ACSM members include top researchers, clinicians, and health and fitness professionals in the field of physical activity and health.
- U.S. Surgeon General Regina Benjamin, MD, MBA, serves as Honorary Chair of Exercise is Medicine.
- Exercise is Medicine® has been established on six continents and more than 30 countries.
- The Exercise is Medicine® Advisory Board includes members from the Centers for Disease Control and Prevention, Kaiser Permanente, and other leaders in health and health care.
- Exercise is Medicine® is the blueprint for the health care sector of the National Plan on Physical Activity.
- Exercise is Medicine® and the idea for a physical activity vital sign has been implemented in California by Kaiser Permanente. KP is the largest HMO in the world, serving more than six million patients. Every patient visiting a provider is asked about his or her exercise habits.
- Since 2010, governors, mayors, and other leaders across the U.S. have proclaimed May as Exercise is Medicine® Month.
- The 5th Annual World Congress on Exercise is Medicine® meets in Orlando in May 2014, bringing together experts from around the world to review the latest science, research and achievements within Exercise is Medicine®.
- Exercise is Medicine® has more than 1000 network members who work to develop and maintain connections among health care professional and fitness professionals around the country.
- EIM on Campus –shows the importance of physical activity and healthy lifestyles that increase health and wellness for the campus community, connecting students, faculty, and health facilities located on campus. More than 200 campuses and universities have shown their support by signing up to be EIM on Campus supporters and promote the message of Exercise is Medicine® on their campus.

American College of Sports Medicine Fact Sheet

MISSION The American College of Sports Medicine advances and integrates scientific research to provide educational and practical applications of exercise science and sports medicine.

BACKGROUND ACSM is an association of professionals who share the commitment to explore the role of medicine and exercise in creating a healthier society. Founded in 1954, ACSM remains committed to the diagnosis, treatment and prevention of sports-related injuries and the promotion of physical activity.

MEMBERSHIP As the largest sports medicine and exercise science association in the world, ACSM represents more than 50,000 members and certified professionals from a variety of medical specialties, allied health and scientific disciplines. Members are classified into three categories:

MEDICINE Members typically hold an M.D., D.O. or Ph.D. They practice medicine in hospitals, sports medicine clinics, medical schools or on the sideline.

BASIC AND APPLIED SCIENCES Includes exercise physiologists, exercise program directors and biochemists. Members work in colleges and universities or in institutions such as NASA, the United States Military and the U.S. Centers for Disease Control and Prevention, among many others.

EDUCATION AND ALLIED HEALTH Physical education teachers, nurses, athletic trainers and physical therapists fit this category, typically in higher education or in a clinical setting.

LEADERSHIP Across the spectrum from research to clinical practice to public education and advocacy, ACSM leads the way in sports medicine and exercise science. The College promulgates research findings in its journals such as *Medicine & Science in Sports & Exercise*® and in conferences with global impact. ACSM advocacy has helped pass state laws governing concussion in youth sports and promote prevention through healthy lifestyles as a public health priority in the U.S. and internationally. ACSM members serve as expert sources for print, broadcast and online media.

ACSM INITIATIVES Two signature programs, in particular, embody ACSM's commitment to improve health through science, education and medicine:

EXERCISE IS MEDICINE® is a multi-organizational initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients. Exercise is Medicine® is committed to the belief that exercise and physical activity are integral to the prevention and treatment of chronic diseases and promotes the connection between health care providers, fitness professionals and the general public within the full health care spectrum.. Globally, Exercise is Medicine® has been established on six continents and in more than 30 countries.

The ACSM American Fitness Index™ (AFI) is an ACSM signature program created in partnership with the WellPoint Foundation in 2007 to provide an evidence- and science-based measurement of the state of health and fitness at the community level throughout the United States. The AFI Data Report, a scientific snapshot of the state of health and fitness at the metropolitan level, is the foundation of the program and released annually. Communities, organizations and individuals can assess factors that contribute to health and fitness and measure the progress.

Exercise is Medicine® Month Background Information

Rx for Health: A Daily Dose of Exercise!

May is Exercise is Medicine Month

Health advocates and public officials around the world are getting it, with growing movements on six continents. In the U.S., with alarming increases in chronic diseases and consternation over health care costs, many see the [Exercise is Medicine](#)® initiative as part of the solution.

That philosophy is the seed for Exercise is Medicine® Month. During May, communities throughout the U.S. will hold activities that recognize physical activity and exercise – shown to help prevent and treat more than 40 chronic diseases – should be part of everyone’s health care plan. Since 2010, Exercise is Medicine® Month has been proclaimed by mayors, governors, Congress and the President. Individuals and organizations of all kinds, from youth groups to universities, churches, fitness centers, corporations and hospitals, hold events aimed at keeping people active and healthy.

Online toolkit

The EIM Month toolkit provides resources for those who want to promote healthy lifestyles in their communities or organizations, including:

- Sample language for proclamations by mayors, governors or other officials
- Letter to the Editor to be sent to local newspapers
- Exercise is Medicine Month fact sheet and background material
- Social media messages to be shared through Facebook and Twitter

Though Exercise is Medicine® is a global initiative, Exercise is Medicine® Month is a grassroots, community-based phenomenon. Families and advocates – anyone who “gets it” – are empowered to encourage healthy lifestyles and help make physical activity part of everyone’s health care plan. From physicians who prescribe exercise to public officials seeking to control health care costs to parents who want to keep their kids healthy, EIM Month is a time to put into action what research has shown to be true.

“Everyone should start or renew an exercise program now as an investment in life-long health,” said Robert E. Sallis, M.D., FACSM, chair of Exercise is Medicine®. “Every person, regardless of age or health, is responsible for his or her own physical activity. There are far more reasons to exercise than excuses not to.”

Observe Exercise is Medicine® Month by taking these important steps:

Physicians: Talk with every patient about exercise and, as appropriate, refer them to a health fitness professional. Counseling them on the benefits of physical activity and what it can do for their long-term health and well-being is critical and should be a standard part of your practice.

Patients: Ask a few questions about your health status the next time you visit your doctor. Are you at a healthy weight? Taking your current health status into consideration, what types of exercise are best and safest for you? Is there a certified trainer or registered dietician you should visit to improve your health?

Parents: Give your children the gift of lifelong wellness by being a role model and supporting them in establishing a habit of lifelong physical activity. Have fun being active as a family.

Exercise Is Medicine® Month 2014 Fact Sheet

A UNIVERSAL HEALTH CARE CALL TO ACTION

Exercise is Medicine® is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients. Exercise is Medicine® is committed to the belief that exercise and physical activity are integral in the prevention and treatment of diseases and should be regularly assessed as part of all medical care.

WHAT

Exercise is Medicine® Month

Exercise is Medicine® Month is the special recognition month for Exercise is Medicine® and a time for everyone to recognize, emphasize and celebrate the valuable health benefits of exercise on a national scale. Exercise and physical activity are important to health and the prevention and treatment of many chronic diseases.

WHO

You and the members of your community

Exercise is Medicine® invites you and the members of your community to take part of a national event focused on celebrating physical activity. Organizations, state and local government officials and individuals across the country join together in May to promote exercise and the prevention and treatment of diseases.

WHEN

May 2014

Exercise is Medicine® has declared May as Exercise is Medicine® Month. May is a time to get involved in your community, to spread the word about the many benefits of physical activity, sport and exercise.

WHERE

Online and in your community

Take advantage of Exercise is Medicine® Month by becoming more physically active yourself, and by starting or signing up for events in your area. EIM Month activities are available online:

<http://exerciseismedicine.org/makeithappen.htm>

GET INVOLVED

Visit <http://exerciseismedicine.org/makeithappen.htm> to download EIM Month marketing materials, including tips and tools to plan your own local event or activity during Exercise is Medicine® Month in May and throughout the year including a PowerPoint slide deck and media advocacy tools. In this guide, you'll also find action steps about how to incorporate physical activity into your life.

Exercise Is Medicine® Month Sample Press Release

**For Immediate Release
(date)**

Contact: Ben Guthrie
Work: 317.637.9200, ext. 163 | Email: bguthrie@acsm.org

Rx for Health: A Daily Dose of Exercise!

May is Exercise is Medicine® Month

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Public encouraged to get active, health care professionals asked to prescribe exercise

(List City) – (List Name of Organization) urges individuals and families of **(List City)** to increase physical activity during May’s Exercise is Medicine® Month. Physical inactivity is a fast-growing public health problem and contributes to a variety of chronic diseases and health complications, including obesity, diabetes and cancer. Even with all the benefits of physical activity, in the U.S. and many other countries, levels of inactivity are alarming. We are facing what is now referred to as an “inactivity epidemic.”

In the U.S., where we are seeing a startling increase in chronic diseases and consternation over health care costs, many see the [Exercise is Medicine®](#) initiative as part of the solution. During May, communities throughout the U.S. will hold activities that recognize that physical activity and exercise – shown to help prevent and treat more than 40 chronic diseases – should be part of everyone’s health care plan.

Since 2010, Exercise is Medicine® Month has been proclaimed by mayors, governors, Congress and the President. Individuals and organizations of all kinds, from youth groups to universities, churches, fitness centers, corporations and hospitals, hold events aimed at keeping people active and healthy.

(Insert your community activities)

“Everyone should start or renew an exercise program now as an investment in life-long health,” said Robert E. Sallis, M.D., FACSM, chair of Exercise is Medicine®. “Every person, regardless of age or health, is responsible for his or her own physical activity. There are far more reasons to exercise than excuses not to.”

About Exercise is Medicine®

Exercise is Medicine® is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients. Exercise is Medicine® is committed to the belief that exercise and physical activity are integral to the prevention and treatment of

-more-

chronic disease and should be regularly assessed as part of medical care. Along with the National Physical Activity Plan, Exercise is Medicine® strives to make physical activity a “vital sign” that is routinely assessed at every patient interaction with a health care provider.

“As a family physician, it is very clear to me that my patients who exercise are healthier,” said Dr. Sallis. “They are far less likely to suffer from chronic disease than my patients who do not exercise. If they do develop a chronic disease, they tend to need much less medication to control it. I also find that patients who exercise tend to feel better. They are less anxious and stressed and have more energy than patients who do not exercise. That is why I have concluded that exercise is medicine and that is why I prescribe it to virtually every patient I see.”

About the American College of Sports Medicine

The American College of Sports Medicine is the largest sports medicine and exercise science organization in the world. More than 50,000 international, national and regional members and certified professionals are dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine.

Exercise is Medicine® Month Social Media

Twitter: @EIMNews #EIMmonth

#EIMmonth has just kicked off! What are you doing to promote #physicalactivity this month? @EIMNews

Active individuals in their 80s have a lower risk of death than inactive individuals in their 60s #EIMmonth

#EIMmonth kicks off May 1. Let's make it happen. ow.ly/aip6u

Happy #EIMmonth! How will you celebrate? Regular #exercise is a commitment. Are you up for it? ow.ly/aDfgz

If you had every muscle in your body work together at once, you could lift about 50,000 lbs. Happy #EIMmonth! #exercisetoday.

A great motivator to make healthy choices. #exercise #EIMmonth ow.ly/aQCLm

Did you know that #exercise helps treat and prevent more than 40 chronic diseases? Get moving. It's #EIMmonth

Regular #PhysicalActivity can reduce the risk of developing type II diabetes by 58% #EIMmonth

#FitFriday: What are you doing for #exercise today? #EIMmonth

Facebook: <https://www.facebook.com/pages/Exercise-is-Medicine/61759933501?ref=hl>

Today kicks off Exercise is Medicine® Month. How will you spend the next 31 days? ow.ly/aip6u

Healthy adults should strive for at least 30 minutes of moderate-intensity exercise 5 days per week. What's your favorite 30 min. exercise?

People who cross-train with a variety of exercise are more fit and less injury-prone than those who exercise using only one or two exercise types.

Like this post if you exercising for your overall health and well-being today!

Did you know that exercise helps treat and prevent more than 40 chronic diseases? Get moving!

Regular physical activity has been shown to lead to higher SAT scores for adolescents.

Friday fun fact: By the time you have reached old age, you will have walked approximately 70,000 miles.

(These are just for starters. Use your imagination to come up with posts and tweets—starting a conversation about physical activity and exercise.)

Sample Letter to Governor/Mayor for Proclamation

Dear Governor/Mayor (Insert Name),

Exercise is Medicine® is an initiative of the American College of Sports Medicine (www.acsm.org), and its vision is to make physical activity and exercise a standard part of disease prevention and treatment. Over the past few years, almost all 50 states, many cities, organizations and a few military bases have celebrated Exercise is Medicine® (www.exerciseismedicine.org) Month by hosting a variety of organized events requiring physical activity to get people moving.

Exercise is Medicine® Month is a program to recognize the initiative's principles and to encourage the public to lead a healthier, more active lifestyle throughout the month of May. I am seeking your support to recognize and proclaim May 2014 as Exercise is Medicine® Month throughout the (insert City/State) on behalf of (insert organization name).

We hope you will join us in celebrating Exercise is Medicine® by proclaiming May 2014 as Exercise is Medicine® Month in (insert City/State). Please see the attached proclamation document for more information.

Sincerely,

NAME
TITLE/ORGANIZATION
ADDRESS
PHONE
E-MAIL

Sample Governor / Mayor Proclamation

Governor’s / Mayor’s Proclamation

WHEREAS, May 2014 is Exercise is Medicine® Month; and

WHEREAS, all citizens are encouraged to speak with their physicians about how physical activity and exercise may help treat or prevent numerous chronic conditions, such as hypertension, cardiac disease and diabetes; and

WHEREAS, all physicians and other health care providers are encouraged to talk to their patients about the health benefits of exercise and to strongly recommend that their patients engage in appropriate exercise; and

WHEREAS, regular, moderate-intensity exercise has curative and protective health benefits; and

WHEREAS, the health benefits of physical activity and exercise can do so much to improve the quality of life for everyone; and

WHEREAS, a healthier populace means cost savings, greater participation in the workforce and other benefits to society at large; and

WHEREAS, regular physical activity and exercise is indeed a powerful prescription, with great potential to improve the health of all Americans; and

WHEREAS, the American College of Sports Medicine and STATE call on health care organizations, physicians and other professionals, regardless of specialty, to assess, to advocate for, and to review every patient's physical activity program during every comprehensive visit;

NOW, THEREFORE, I, _____,

Governor of the State/Commonwealth of _____, do hereby proclaim the month of May 2014 as

EXERCISE IS MEDICINE® MONTH

in the State/Commonwealth of _____ and encourage all citizens to participate in activities and observances relating to Exercise is Medicine® Month in the interests of better health and quality of life for all.

_____, Governor

DATED THIS _____ DAY OF _____, 2014

Sample Letter to Business / Organization for Proclamation

Dear (Insert Name),

Exercise is Medicine® is an initiative of the American College of Sports Medicine (www.acsm.org), and its vision is to make physical activity and exercise a standard part of disease prevention and treatment. Over the past few years, almost all 50 states, many cities, organizations and a few military bases have celebrated Exercise is Medicine® (www.exerciseismedicine.org) Month by hosting a variety of organized events requiring physical activity to get people moving.

I am seeking your support to recognize and proclaim May 2014 as Exercise is Medicine® Month throughout the organization/campus of (list organization). Exercise is Medicine® Month is a program to recognize the initiative's principles and to encourage the public to lead a healthier, more active lifestyle throughout the month of May.

We hope you will join us in celebrating Exercise is Medicine® by proclaiming May 2014 as Exercise is Medicine® Month at (ORGANIZATION). Please see the attached proclamation document for more information.

Sincerely,

NAME
TITLE/ORGANIZATION
ADDRESS
PHONE
E-MAIL

President's Proclamation

WHEREAS, May 2014 is Exercise is Medicine[®] Month; and

WHEREAS, all **STUDENTS/EMPLOYEES/MEMBERS** are encouraged to speak with their physicians about how physical activity and exercise may help treat or prevent numerous chronic conditions, such as hypertension, cardiac disease and diabetes; and

WHEREAS, all physicians and other health care providers are encouraged to talk to their patients about the health benefits of exercise and to strongly recommend that their patients engage in appropriate exercise; and

WHEREAS, regular, moderate-intensity exercise has curative and protective health benefits; and

WHEREAS, the health benefits of physical activity and exercise can do so much to improve the quality of life for everyone; and

WHEREAS, a healthier populace means cost savings, greater participation in the workforce and other benefits to society at large; and

WHEREAS, regular physical activity and exercise is indeed a powerful prescription, with great potential to improve the health of all Americans; and

WHEREAS, the American College of Sports Medicine and **ORGANIZATION** call on health care organizations, physicians and other professionals, regardless of specialty, to assess, to advocate for, and to review every patient's physical activity program during every comprehensive visit;

NOW, THEREFORE, I, _____,

President of **ORGANIZATION** of _____, do hereby proclaim the month of May 2014 as

EXERCISE IS MEDICINE[®] MONTH

At **ORGANIZATION** and encourage all **STUDENTS/EMPLOYEES/MEMBERS** to participate in activities and observances relating to Exercise is Medicine[®] Month in the interests of better health and quality of life for all.

_____, President

DATED THIS _____ DAY OF _____, 2014

Physical Activity Fact Sheet

Starting an exercise program can sound like a daunting task, but just remember that your main goal is to boost your health by meeting or exceeding the basic physical activity recommendations: 150 minutes per week of moderate-intensity* physical activity through, for example, 30 minutes of moderate-intensity exercise, five days per week.

Follow the guidelines below to meet the basic physical activity recommendations after consulting your health care professional.

Age	No Chronic Conditions	Chronic Conditions
Children & Adolescents (6-17)	60 minutes or more of physical activity every day (moderate*- or vigorous**-intensity aerobic physical activity). Vigorous-intensity activity at least 3 days per week. Muscle-strengthening and bone-strengthening activity at least 3 days per week.	Develop a physical activity plan with your health care professional. Avoid inactivity. Refer to the Your Prescription for Health series .
Adults (18-64)	150 minutes a week of moderate-intensity, or 75 minutes a week of vigorous-intensity aerobic physical activity Muscle-strengthening activities that involve all major muscle groups performed on 2 or more days per week.	Develop a physical activity plan with your health care professional. Be as physically active as possible. Avoid inactivity Refer to the Your Prescription for Health series .
Older Adults (65+)	Follow the adult guidelines, or be as physically active as possible. Avoid inactivity. Exercises that maintain or improve balance if at risk of falling.	Develop activity plan with your health care professional. Refer to the Your Prescription for Health series .

From the 2008 Physical Activity Guidelines for Americans

For more information on these guidelines, visit www.acsm.org/physicalactivity.

**Moderate-intensity physical activity means working hard enough to raise your heart rate and break a sweat, yet still being able to carry on a conversation. Examples: brisk walking, ballroom dancing or general gardening.*

***Vigorous-intensity physical activity causes rapid breathing and a substantial increase in heart rate. Example: jogging, aerobic dancing or jumping rope.*

Exercise Is Medicine® Resources

EXERCISE IS MEDICINE® MONTH

www.exerciseismedicinemonth.org

Exercise is Medicine® Month celebrates May as the special recognition month for Exercise is Medicine® as a time for physicians, health and fitness professionals, the public, and supporting organizations and constituents to recognize, emphasize and celebrate the valuable health benefits of exercise on a national scale.

ACTION GUIDES

Health Care Providers' Action Guide

www.exerciseismedicine.org/physicians.htm

Health and Fitness Professionals' Action Guide

www.exerciseismedicine.org/fitpros.htm

Public Action Guide

www.exerciseismedicine.org/public.htm

Action and Promotion Guide

www.exerciseismedicine.org/action.htm

YOUR PRESCRIPTION FOR HEALTH SERIES

www.exerciseismedicine.org/YourPrescription.htm

Provides information and advice on exercising safely with various health conditions.

KEYS TO EXERCISE VIDEO SERIES

www.exerciseismedicine.org/keys.htm

Aerobic Types

Duration and Frequency

Exercise and Your Health

Flexibility

Home Gym

Intensity

Strength

Exercise is Medicine E-NEWSLETTER

www.exerciseismedicine.org/resources.htm

Monthly e-newsletter providing program updates, distributed to health care providers, fitness professionals, members of the public, network members and more.

PUBLIC SERVICE ANNOUNCEMENTS

www.exerciseismedicine.org/PSA.htm

Download three ads promoting Exercise is Medicine®. Print them, post them, or use them in newsletters and e-publications.