

## EIM Ambassador Recap 2015-2016 – A Year in Review

In August 2015, EIM launched a new program to educate ACSM members, as well as the broader health community, about the EIM initiative. The EIM Ambassador program works to engage members to a greater extent and build a base of knowledgeable “ambassadors” who could bring EIM to their communities. Specifically, the mission of the program is to develop and assist the next generation of physical activity and health professionals in spreading the mission and vision of Exercise is Medicine in their institutions and local communities.

The goals of the EIM Ambassador Program are to:

- **E**ducate Ambassadors on the mission of Exercise is Medicine (EIM) and how to integrate physical activity into health care using the EIM model
- **E**ngage Ambassadors in ongoing EIM initiatives and activities
- **E**xpose Ambassadors to EIM leaders and professional development opportunities
- **E**ncourage Ambassadors to share their experiences and knowledge of EIM with their institutions, local communities, and professional associations.
- **E**mpower Ambassadors to engage healthcare providers to integrate EIM principles in their clinics and engage exercise professionals in becoming an extension of the healthcare system

The first EIM Ambassador training program took place at the ACSM New England Chapter Fall Meeting in October 2015, led by co-Chair Dr. Colleen Munoz, PhD (University of Hartford, CT). The reception was positively received, where 50 individuals attended the training. Plans were then made to officially expand the program and engage members in all ACSM regions in 2016. To date, the Ambassador training program has been conducted at eight ACSM Regional Chapter conferences, as well as the ACSM National Meeting in Boston, MA. More than 200 participants have participated in the training with more than 150 individuals certified as official EIM Ambassadors.

The EIM team strives to meet the needs of Ambassadors by providing them with resources to assist them in their local efforts. Ambassadors are encouraged to dialogue with each other, share their successes and challenges with one another, and to further the program in their communities and workplaces. Ambassadors are also exposed to the latest news on EIM, can collaborate with other Ambassadors via social media, and have access to the EIM Online Community platform where EIM tools and resources are made available for their use. Ambassadors also have access to monthly webinars where they learn from experts in the field and engage in Q&A sessions. Over the fall of 2016, four webinars have been conducted featuring EIM leaders, such as Dr. Renee Jeffrey’s current work at Florida Gulf Coast with EIM

on Campus and Dr. Cherie Pettitt's work at the Mayo Clinic in Mankato, Minnesota integrating the physical activity vital sign (EVS) into the clinic workflow.

The program is currently led by co-Chairs Dr. Munoz and Dr. Chad Rethorst, PhD (University of Texas – Southwestern), with support from Jennifer Pesarchick (EIM Program Coordinator). We are thrilled for the program's growth and positive reception, and look forward to what 2017 has in store for the team as well as the Ambassadors, both present and future ones. Keep an eye out for updates to our training schedule on our EIM Ambassador website as we get ready for 2017!

