

# Exercise is Medicine® on Campus: Campus Recognition Application 2016-17

Dear EIM-OC Recognition Applicant:

Thank you for your interest in the Exercise is Medicine® on Campus (EIM-OC) Recognition Program. The purpose of this program is to recognize distinguished achievement in your campus' involvement and engagement of EIM principles and goals in making physical activity a standard part of your campus culture. Recognition is more than an award; it signifies that your campus is making movement a daily priority for student, faculty and staff health and wellness.

In this form, you will find the items you will need to complete in order to achieve Recognition status. Please read through the different levels of Recognition to better understand the level to which you wish you to apply and the criteria to meet a specific level.

Upon completion, please submit to [jpesarchick@acsm.org](mailto:jpesarchick@acsm.org).

If you have any questions about the Recognition application process, please contact Jennifer Pesarchick at [jpesarchick@acsm.org](mailto:jpesarchick@acsm.org). The EIM-OC Advisory Group looks forward to receiving your application!

Sincerely,

EXERCISE IS MEDICINE® ON CAMPUS

Carena S. Winters, Ph.D., MPH, FACSM,  
Exercise is Medicine® on Campus, Chair  
American College of Sports Medicine

\* Required

## EIM on Campus Recognition Program Overview

The Exercise is Medicine on Campus (EIM-OC) Recognition Program highlights the steps individuals are taking, large and small, in leading their campuses and communities to become healthier through increased levels of physical activity and incorporating physical activity into health care.

Recognition provides an opportunity for your campus to enhance its image as a healthy academic environment; emphasizing your commitment to utilizing exercise as medicine to create a culture of wellness on campus.

EIM-OC recognizes three levels of engagement:

**Gold Level:** Focuses on efforts to implement the EIM Solution. EIM-OC's goal is to establish physical activity as a vital sign within the health care system and link health care professionals to fitness professionals to provide a referral system for appropriate exercise prescription. Universities and Colleges that have accomplished this are ranked Gold.

**Silver Level:** Focuses on educational opportunities for campus and community. Education helps ensure that knowledge of the importance of physical activity to health is shared and incorporated into campus life. Silver campuses work to promote these ideals toward the ultimate goal of incorporating physical activity as a part of routine health care provider visits.

**Bronze Level:** Focuses on physical activity promotion and awareness and opportunities to be physically active. Bronze universities aim to make physical activity a priority on campus and within the surrounding community, emphasizing the benefits that come with regular exercise.

The categories represent the degree to which your campus is involved with EIM-OC and affords your campus, at any level, the opportunity to be recognized as an institution that promotes EIM-OC!

Note: These levels are INDEPENDENT of one another. You do NOT need to achieve one in order to achieve another. Also, each campus is unique and differs in available resources and capability of achieving a specific level. There is no one right way to implement EIM on your campus. One size certainly does not fit all!

## Instructions for Application

All portions of the application must be typed and provide detailed explanation of activities.

Application Submission: Complete all required sections. Incomplete applications will NOT be reviewed.

### Process for Achieving Recognition Status

The process for achieving Recognition Status involves the following steps:

The applicant must be from an officially registered campus via the online registration form on the EIM website. If you have not yet registered your campus, you cannot apply for Recognition. To learn more on how to register, please visit our EIM on Campus webpage: <http://bit.ly/EIMonCampus2016>

In order to become an official EIM-OC Campus, the applicant must have a leadership team established and comprised of the following members:

- o Supervisor/Advisor - MUST be faculty, staff, or administrator - provide credentials
- o Health Care Professional - Preferably from student health care services and/or campus hospital; individual is licensed to provide medical/ health care services; can be from other health services (nursing, mental health services, etc.) - provide credentials
- o Health Fitness Professional - MUST have an NCCA Certification or equivalent (will be determined at the discretion of the EIM-OC Advisory Group); a terminal degree is also accepted (PhD) - provide credentials/certification. Faculty advisor could also serve this role
- o Minimum of 2 Student Leaders – Must be current/active students

Once officially registered with an established leadership team, a campus may apply for recognition in one of three levels

- o Gold
- o Silver
- o Bronze

For any level to which a campus leadership team applies, a campus must provide examples that they believe fit the criteria within the level to which they are applying (ex: Gold – assessing physical activity as a vital sign within their campus healthcare setting/campus health services)

The EIM-OC Advisory Group evaluates applications based upon how well a campus' activities meet the criteria within a particular level.

## Exercise is Medicine® on Campus Recognition Application

Complete the entire form. If space provided is not adequate, there is a section at the bottom of the application where you can provide more information. These "addendums" are limited to 500 words. Only one (1) application per campus leadership team is to be submitted per year.

### 1. Date of application submission \*

*Example: December 15, 2012*

2. I understand this application is valid through February 15th, 2017. Only valid applications will be accepted. \*

Check all that apply.

Yes, I understand.

3. I have met the requirements by forming and registering of an official EIM-OC Leadership Team. If you do NOT have an officially registered Leadership Team, you CANNOT apply to be recognized. To learn more about registration, please visit the EIM on Campus webpage: <http://bit.ly/EIMonCampus2016> \*

Check all that apply.

Yes, I have met the requirements.

4. Has anyone on your campus ever applied for Recognition before? \*

Check all that apply.

Yes

No

5. If yes, when did your campus apply? If never, skip.

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6. What level was achieved? If no level, skip.

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## Campus/University Information

7. Name of academic institution \*

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8. Name of supervisor \*

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9. Supervisor Email

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10. Date of EIM-OC Leadership Team Registration (when you officially registered with EIM):

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**11. List your leadership team as identified in your leadership team registration (Name - Team Position - Profession - Credentials). Please include ALL team members: \***

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## Select Your Level

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EIM-OC recognizes three levels of engagement:

**Gold Level:** Focuses on efforts to implement the EIM Solution. EIM-OC's goal is to establish physical activity as a vital sign within the health care system and link health care professionals to fitness professionals to provide a referral system for appropriate exercise prescription. Universities and Colleges that have accomplished this are ranked Gold.

**Silver Level:** Focuses on educational opportunities for campus and community. Education helps ensure that knowledge of the importance of physical activity to health is shared and incorporated into campus life. Silver campuses work to promote these ideals toward the ultimate goal of incorporating physical activity as a part of routine health care provider visits.

**Bronze Level:** Focuses on physical activity promotion and awareness and opportunities to be physically active. Bronze universities aim to make physical activity a priority on campus and within the surrounding community, emphasizing the benefits that come with regular exercise.

**12. Level to which you are applying: \***

*Mark only one oval.*

- Gold      *Skip to question 13.*
- Silver      *Skip to question 21.*
- Bronze      *Skip to question 29.*

## Gold Level Recognition Application

Gold level recognition is the highest level of recognition and signifies on campus implementation, with potential of extending into the local community, of one or several components of the EIM Solution, Community partnerships provide real world experience for students, while providing service to the local community.

Check all boxes that apply and provide a detailed explanation of your activities.

\*Health care professionals may include, but are not limited to physicians, nurses, or physician assistants referring patients for exercise prescription.

\*\*The "other" category reflects what you believe qualifies under the EIM-OC Gold Level description (or for the Silver and Bronze levels below), but is not listed. A detailed explanation is required and subject to EIM-OC Advisory Group approval.

**13. Gold level campuses must assess physical activity as a vital sign. \***

*Mark only one oval.*

- Yes, my campus is assessing physical activity as a vital sign.
- No, my campus is not assessing physical activity as a vital sign.

14. If you marked "Yes" that your campus is assessing physical activity, please explain your campus' process for doing so. If "No", type "NA"

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15. A Gold level campus must also be engaged in at least (1) of the following:

*Check all that apply.*

- Creating collaborations between campus healthcare professionals\* and exercise professionals to provide physical activity prescriptions
- Non-clinical Professionals/Departments directing students, faculty, and/or staff to the recreation center for health and fitness programming
- Utilizing a computer-based system to track patients' physical activity progress
- Other\*\*

16. Please provide description of your school's program as it pertains to the fields you marked above.

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## Additional Information

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To provide a more comprehensive snapshot of your EIM-OC campus-wide initiatives, please also list any Silver and Bronze level activities in which your campus is currently engaged.

17. Silver level campuses must be engaged in at least (3) of the following:

*Check all that apply.*

- Hosting classes that teach students the fundamentals of EIM on Campus and the students' role in fulfilling the mission of EIM
- Training students to educate campus community members on EIM and the importance of physical activity as a vital sign
- Conducting campus or community educational seminars on physical activity
- Having campus healthcare professionals educate patients on the importance of physical activity as medicine (This could be through brochures, handouts, word of mouth, etc.)
- Working with campus health services so that every healthcare provider discusses physical activity with every patient or client
- Other\*\*

**18. If you selected other, please describe.**

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**19. Bronze level campuses must engage in at least (3) of the following:**

*Check all that apply.*

- Hosting events that promote physical activity. Ex: Monthly “EIM Days”; Campus activities such as dance marathons, walk/runs, etc.
- Ex: Monthly “EIM Days”; Campus activities such as dance marathons, walk/runs, etc.
- Securing an EIM-OC Governor, Mayoral, and/or University President EIM on Campus Month Proclamation
- Creating campus-wide options for exercise. Ex: Offering bikes free of charge to travel around campus; organizing a campus walking group; encouraging participation in intramural sports; providing ADA compliant facilities to meet the needs of a diverse student body
- Other\*\*

**20. If you selected other, please describe.**

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*Skip to question 37.*

**Silver Level Recognition Application**

Silver level recognition includes activities related to awareness and promotion, and incorporates education, related to EIM and its mission on campus, for the institution’s students, faculty, staff, and health care professionals, as well as those in the surrounding community. Silver campuses are actively engaged in educating others on the EIM solution for both the treatment and prevention of long-term illness and disease. Institution students are educated on the aims of EIM in health care, potentially certified as EIM health fitness professionals, and guided on how they can play a role in making physical activity an integral part of health care.

Check all boxes that apply and provide a detailed explanation of your activities.

\*This category reflects what you believe qualifies under the EIM-OC Silver Level description, but is not listed. A detailed explanation is required and subject to EIM-OC Advisory Group approval.

\*\*This category reflects what you believe qualifies under the EIM-OC Silver Level description (or for the Gold and Bronze levels below), but is not listed. A detailed explanation is required and subject to EIM-OC Advisory Group approval.

**21. Silver level campuses must be engaged in at least (3) of the following: \****Check all that apply.*

- Hosting classes that teach students the fundamentals of EIM on Campus and the students' role in fulfilling the mission of EIM
- Training students to educate campus community members on EIM and the importance of physical activity as a vital sign
- Conducting campus or community educational seminars on physical activity
- Having campus healthcare professionals educate patients on the importance of physical activity as medicine (This could be through brochures, handouts, word of mouth, etc.)
- Working with campus health services so that every healthcare provider discusses physical activity with every patient or client
- Other\*\*

**22. Please provide description of your school's program as it pertains to the fields you marked above.**


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**Additional Information**

To provide a more comprehensive snapshot of your EIM-OC campus-wide initiatives, please also list any Gold and Bronze level activities in which your campus is currently engaged.

**23. Gold level campuses must assess physical activity as a vital sign.***Mark only one oval.*

- Yes, my campus is assessing physical activity as a vital sign.
- No, my campus is not assessing physical activity as a vital sign.

**24. If you marked "Yes" that your campus is assessing physical activity, please explain your campus' process for doing so. If "No", type "NA"**


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**25. A Gold level campus must also be engaged in at least (1) of the following:***Check all that apply.*

- Creating collaborations between university healthcare professionals\* and exercise professionals to provide physical activity prescriptions
- Non-clinical Professionals/Departments directing students, faculty, and/or staff to the recreation center for health and fitness programming
- Utilizing a computer-based system to track patients' physical activity progress
- Other\*\*

**26. If you selected other, please describe.**

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**27. Bronze level campuses must engage in at least (3) of the following:**

*Check all that apply.*

- Hosting events that promote physical activity: Ex: Monthly "EIM Days"; Campus activities such as dance marathons, walk/runs, etc.
- Marketing events that encourage all campus members (students, faculty and staff) to discuss physical activity with their healthcare provider
- Securing an EIM-OC Governor, Mayoral, and/or University President EIM on Campus Month Proclamation
- Creating campus-wide options for exercise: Ex: Offering bikes free of charge to travel around campus; organizing a campus walking group; encouraging participation in intramural sports; providing ADA compliant facilities to meet the needs of a diverse student body
- Other\*\*

**28. If you selected other, please describe.**

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*Skip to question 37.*

### **Bronze Level Recognition Application**

Bronze level recognition is the first step in creating the EIM initiative on Campus. These campuses bring attention to the growing need for physical activity and take action in helping to create a healthier, more active campus environment. Bronze level campuses create awareness of the importance of exercise and regular physical activity for health and promote exercise to students, faculty, staff and the community through engagement in any of the following activities.

Check all boxes that apply and provide a detailed explanation of your activities.

\*\*This category reflects what you believe qualifies under the EIM-OC Bronze Level description (or for the Gold and Silver levels below), but is not listed. A detailed explanation is required and subject to EIM-OC Advisory Group approval.

**29. Bronze level campuses must engage in at least (3) of the following:**

*Check all that apply.*

- Hosting events that promote physical activity (E.g., Monthly "EIM Days"; Campus activities such as dance marathons, walk/runs, etc.)
- Marketing events that encourage all campus members (students, faculty and staff) to discuss physical activity with their healthcare provider
- Securing an EIM-OC Governor, Mayoral, and/or University President EIM on Campus Month Proclamation
- Creating campus-wide options for exercise (Ex: Offering bikes free of charge to travel around campus; organizing a campus walking group; encouraging participation in intramural sports; providing ADA compliant facilities to meet the needs of a diverse student body)
- Other\*\*

**30. Please provide description of your school's program as it pertains to the fields you marked above.**

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## Additional Information

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To provide a more comprehensive snapshot of your EIM-OC campus-wide initiatives, please also list any Gold and/or Silver level activities in which your campus is currently engaged.

**31. Gold level campuses must assess physical activity as a vital sign.**

*Mark only one oval.*

- Yes, my campus is assessing physical activity as a vital sign.
- No, my campus is not assessing physical activity as a vital sign.

**32. If you marked "Yes" that your campus is assessing physical activity, please explain your campus' process for doing so. If "No", type "NA"**

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**33. A Gold level campus must also be engaged in at least (1) of the following:**

*Check all that apply.*

- Creating collaborations between campus healthcare professionals\* and exercise professionals to provide physical activity prescriptions
- Non-clinical Professionals/Departments directing students, faculty, and/or staff to the recreation center for health and fitness programming
- Utilizing a computer-based system to track patients' physical activity progress
- Other\*\*

**34. If you selected other, please describe.**

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**35. Silver level campuses must be engaged in at least (3) of the following:**

*Check all that apply.*

- Hosting classes that teach students the fundamentals of EIM on Campus and the students' role in fulfilling the mission of EIM
- Training students to educate campus community members on EIM and the importance of physical activity as a vital sign
- Conducting campus or community educational seminars on physical activity
- Having campus healthcare professionals educate patients on the importance of physical activity as medicine (This could be through brochures, handouts, word of mouth, etc.)
- Working with campus health services so that every healthcare provider discusses physical activity with every patient or client
- Other\*\*

**36. If you selected other, please describe.**

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*Skip to question 37.*

**Additional Information**

If you have additional information on your campus' activities that you would like to share to further showcase your school's efforts, please include them here. If not, select "Next".

Also, if you have photos of events and other activities, we strongly encourage you to share those as they will add strength to your application. Please email them in Power Point format to [jpesarchick@acsm.org](mailto:jpesarchick@acsm.org) or [eim@acsm.org](mailto:eim@acsm.org) - Subject: EIM on Campus Recognition - Photos

**37.**

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*Skip to "Thank you!"*

## Thank you!

Thank you for submitting your campus' Recognition Application. You will be followed up with by April 15th with your school's results.

If you have any questions, please contact Jennifer Pesarchick at [jpesarchick@acsm.org](mailto:jpesarchick@acsm.org).

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