



# **Exercise is Medicine<sup>®</sup> on Campus**

## **Action Guide**



## **Exercise is Medicine<sup>®</sup> on Campus (EIM-OC)**

Congratulations on taking the first steps in bringing EIM to your campus! This action guide provides step by step instructions to implement EIM on your campus and provides suggestions for programming, as well as the official EIM on Campus registration process.

### **Mission and Vision**

The mission of EIM-OC is to foster collaborative relationships and leadership on campus between exercise, health, and other disciplines that support the EIM-OC vision and goals.

The vision of EIM-OC is to see all campus and community members across multiple disciplines discover, share and adopt the principles of EIM-OC that will help change the culture of chronic disease prevention and management campus-wide.



## **Exercise is Medicine® Overview**

### ***A CRITICAL CALL TO ACTION***

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

### ***EXERCISE IS MEDICINE***

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.

### ***A VITAL SIGN FOR HEALTH***

A key component of EIM involves calling on health care providers, regardless of specialty, to review and assess every patient’s physical activity level at every visit. The EIM initiative aims to have physical activity recorded as a vital sign during patient visits and to encourage able patients to meet the minimum requirement of 150 minutes of moderate intensity physical activity per week. Patients should then be provided exercise counseling or a formal prescription to certified health and fitness professionals and/or programs. Office visits should conclude with exercise clearance.

### ***GUIDING PRINCIPLES OF EXERCISE IS MEDICINE***

The guiding principles of EIM, shared by the American College of Sports Medicine (ACSM) and other leading health and fitness organizations, are designed to improve the health and well-being of all nations 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
- EIM’s multi-organizational efforts to bring a greater focus on physical activity and exercise in health care settings should be supported



## **EIM on Campus Overview**

Exercise is Medicine<sup>®</sup> on Campus calls upon universities and colleges to become engaged in the promotion of physical activity as a vital sign of health; the EIM Solution. The EIM Solution aims to link the clinical to the community in combatting today's most common chronic conditions through physical activity. The university/college setting is seen as the microcosm that can help bring both together in accomplishing this goal.

EIM on Campus is designed to engage universities and colleges, their students, faculty, and staff in ongoing efforts to improve physical fitness, health and wellness across campus with the possibility for community outreach. The EIM on Campus *Guiding Principles* include:

- Introducing EIM to universities/colleges and provide them with an opportunity to make a commitment supporting EIM and to collaborate in bringing EIM onto their campuses and into their local communities
- Providing universities/colleges with an opportunity to learn what other institutions are doing to promote physical activity and the health benefits on their campuses
- Recognizing campuses who are actively engaged and championing EIM on their campus

Healthy People 2020 set a goal of engaging 47.9% of the U.S. population in 150 minutes of moderate intensity physical activity per week. In their 2013 survey of college students nationwide, the ACHA-NCHA (American College Health Association-National College Health Association) reported that 22.8% college males and 23.6% college females do not engage in moderate intensity exercise, while 33.0% college males and 41.2% college females do not engage in vigorous intensity exercise. The prevalence of physical inactivity is high and there is a great need for the prevention and treatment of the chronic diseases associated with this, such as Type II Diabetes, Obesity, and Heart Disease. Providing opportunities for physical activity, creating a culture on campus that embraces movement as a daily facet of life, and providing the behavioral tools necessary to enact that change are key to facilitating lifelong physical activity habits and meeting public health goals.

This guide can be used by individuals from any campus, large or small, in any location around the world. Although each university campus is unique in its own way, this guide strives to provide the basic building blocks for bringing EIM to your campus! The ideas presented in this guide can be adapted and/or expanded to best fit your university/college campus.

*Now that you have the EIM on Campus Action Guide, what are your next steps?*

- Step 1: Determine if EIM exists on your campus
- Step 2: Identify and develop your EIM Leadership Team
- Step 3: Complete the official process to register your EIM on Campus program with the American College of Sports Medicine



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## Step 1

### Determine if EIM Has Been Implemented on Your Campus

Before you begin, confirm if your university/college is already an active EIM on Campus member.

- Go to our website – [http://www.exerciseismedicine.org/support\\_page.php/current-schools3/](http://www.exerciseismedicine.org/support_page.php/current-schools3/)
- Review our current EIM Campus list

If your school is already registered, locate those involved to establish who will be on the Leadership Team.

## Step 2

### Identify and Develop Your EIM Leadership Team

Your leadership team is the foundation of the EIM on Campus initiative. A strong leadership team is necessary to create structure and the foundation to implementation on your campus!

The following members are required as part of your EIM on Campus team:

- A Supervisor/Advisor
- A Health Care Professional/ Head of Student Health Representative
- A Health Fitness Professional
- A minimum of two (2) current students representing the diverse interests of the student body

#### *Creating Your Leadership Team*

**Supervisor/Advisor** – A supervisor/advisor is required to provide structure and guidance for your program. This supervisor/advisor can be from any department on campus. This is designated for FACULTY ONLY. In particular, faculty members from health-related fields, such as exercise physiology, kinesiology, public health, and closely related disciplines may be able to provide specific guidance on how to implement EIM on your campus!

**Health Care Professional** – With EIM's primary goal being to integrate physical activity into the health care system, having a health care professional will provide your team with invaluable insight and guidance. Health care professionals can be recruited from your student health care center, medical school, or local health care providers. It is preferred to have a licensed medical professional (i.e., physician, licensed mental health counselor, nurse, etc.)

**Health Fitness Professional** (may be the supervisor/advisor)-The health fitness professional is essential to providing exercise prescription based upon the needs and goals of the patient. This professional should have a terminal degree in exercise physiology or a closely related field and/or current [NCCA-accredited](#) or [ANSI/ISO 17204](#) fitness certification(s).

**Student Leaders** – A minimum of two (2) current students must be included as part of your EIM on Campus leadership team. While the leadership roles of the student leaders may vary from campus to campus, it is essential that students serve as leaders who will be able to represent the student voice on campus.



## Step 3

### Officially Register Your EIM on Campus Program

Once you have established your EIM on Campus Leadership Team, go to [www.exerciseismedicine.org](http://www.exerciseismedicine.org) to officially register your University with EIM. You will be asked to provide the names, titles/positions, and contact information of your EIM on Campus Leadership Team.

Note – EIM on Campus programs will be required to renew their registration every **two (2) years**.

### *Build Support for Your EIM on Campus Program*

Once you have officially registered your EIM on Campus program, your next goal is to build support on campus, encouraging and celebrating EIM and its beneficial impacts! Below, we outline a number of strategies that you can use to build this support network.

### Developing Support on Your Campus

Areas to develop support for your program may include, but are not limited to:

**Academic Departments** – Academic departments and their faculty can provide expertise in many areas including development of educational materials, marketing strategies, and data collection for research of your EIM on Campus program. Academic departments can also help in educational efforts on campus and in the community, as well as educating students to serve as leaders in EIM.

**University Administration** – University Administration can support the initiative in many ways. They can assist in the smooth and efficient operations of the program on your campus. They could also assist in funding and support communication between students and outside organizations.

**University Communications and Marketing Department** – University Communication and Marketing departments can serve as a great resource for your EIM on Campus program. Faculty can provide expertise and guidance on communication and marketing strategies on campus, students can help move these strategies, such as drafting press releases and announcing events, forward and spread the word throughout campus.

**University Health Care Providers** – In addition to serving as an integral part of the EIM initiative, campus health care providers can serve as a resource for funding activities, awareness and promotion of the program in their clinics, participating in campus activities, and initiating EIM in their own practices.



## **Developing Support on Your Campus (cont.)**

**Campus Recreation** – The campus recreation center can be utilized as a location for education, promotion of awareness for EIM initiatives, and a site for the referral process to be implemented.

**Student Clubs and Administrative Groups** – Student Clubs and Administrative Groups can market program activities throughout your campus. These organizations can be essential in your attempts to promote and recruit new members to your EIM on Campus team. On-campus clubs and groups can also be useful in marketing program activities throughout campus and spreading EIM to a wider, more diverse audience.

**Students** - In addition to being a target population for the EIM initiative, students can serve as advocates and play an important role in the future success of EIM. Students are role models to others around them and can promote physical activity to others. They can help lead awareness and fundraising events, participate in community outreach programs, and train to serve as future health care and health fitness professionals participating in EIM. They are the champions of the EIM on Campus movement!

## **EIM on Campus Supporters: Recording and Engaging**

As your EIM on Campus program is growing, student leaders should keep record of those who support the initiative. This data is important to track how many people are being engaged on campus as well as within the community.

To record support, individuals could provide the following:

- Name
- Email Address
- Major/Area of Study (students only)

Keep information on an excel sheet, recording total number of supporters as more people join in.

Using this information will allow your team to share news and information and engage supporters through various means (email, social media, etc.) in EIM activities and initiatives that may be happening around campus. This information will be sent to the EIM Global Center at the time of registration renewal.



## **EIM on Campus Checklist**

The following checklist is intended to ensure that you complete all of the required steps to officially register your program.

### **1) Determine if EIM exists on your campus.**

- EIM on Campus does not currently exist, **new registration**
- EIM on Campus currently exists, **renewal of registration**
- EIM on Campus currently exists but is inactive, **establish leadership team and proceed with new registration**

### **2) Identify and develop your EIM Leadership Team that includes:**

- Advisor/Supervisor (Must be faculty, staff, or administrator)
- Health Care Professional
- Health Fitness Professional
- A minimum of two current students

### **3) Officially register your EIM on Campus program.**

- Created an EIM on Campus account with EIM
- Submitted signature page for all EIM Leadership Team Members
- Obtained official signature of Advisor/Supervisor for program verification
- Completed required documentation online

**Upon completion of these steps, you will receive confirmation from the EIM on Campus office as being an official EIM on Campus program!**





## **EIM on Campus Recognition Program**

Once you have officially registered your EIM on Campus program, you may apply for our EIM-OC Recognition Program. The Recognition Program is designed to provide an opportunity to acknowledging the efforts you are undertaking to promote and implement EIM on your campus. The Recognition Program will also allow others the opportunity to see what institutions are doing on their respective campuses.

You can apply for one of three levels of recognition:

- Gold Level Recognition
- Silver Level Recognition
- Bronze Level Recognition

The recognition level you earn will be dependent upon your institution's level of involvement with EIM. As your level of engagement increases, so would the recognition earned.

The deadline for applications to the EIM-OC Recognition Program is **February 15<sup>th</sup>, 11:59pm PST.**

To learn more about the EIM on Campus Recognition program, go to:  
[http://www.exerciseismedicine.org/support\\_page.php/recognition-program3/](http://www.exerciseismedicine.org/support_page.php/recognition-program3/)



## **Action Steps - EIM on Campus Activities**

Thinking of ideas for your campus? The following ideas can be adapted and implemented by most EIM on Campus programs:

### *Physical Activity Awareness and Promotion*

- Marketing and promotion at the beginning of each semester to grow club member participation
- Seeking out campus organizations aligned with the mission of EIM to conduct presentations
- Creating pledge campaigns where students sign up to pledge their commitment EIM and spreading the initiative throughout campus
- Creating initiative to increase physical activity on campus by posting signs/bulletins encouraging students, faculty and staff to use other modes of transportation such as the stairs over the escalator, walking, biking, etc.
- Creating interactive social groups that promote physical activity

### *EIM Educational Activities*

- Safety education to empower students and campus members to demonstrate that physical activity can be both safe and enjoyable
- Create classes that educate students on the benefits of physical activity, physically as well as psychologically and emotionally
- Working with academic departments (i.e., Exercise Physiology) to add units on EIM to their curriculum
- Hosting presentations and workshops in community to educate individuals on EIM
- Educating health care professionals on EIM and how the EIM Solution can be implemented in their practice
  - The EIM Solution aims to link the clinical to the community in combatting today's most common chronic conditions through physical activity. The university/college setting is seen as the microcosm that can help bring both together in accomplishing this goal.

### *Implementing the EIM Solution in Your Campus Health Care System*

- Encouraging your campus health care center to make the assessment of physical activity a vital sign to be conducted at every patient visit
- Customizing prescription pads for your health care providers to write exercise prescriptions for their patients
- Working with your health care providers to assist them in referring their patients to on-campus physical activity resources and programs
- Developing campus resources and programs that can receive exercise referrals from health care providers



## **Action Steps - Taking EIM into Your Community**

### *Physical Activity Awareness and Promotion*

Encourage community outreach by introducing Exercise is Medicine® resources at various events. Community outreach can take place at local:

- Health fairs
- Local recreation centers
- Town hall/student government meetings
- Walk-bike-run events
- Sports events

Other ideas that engage the community in physical activity include the following:

- Promoting community campaigns to engage everyone in physical activity
- Support environmental changes that make it easier to be physically active
- Work with local schools in getting their students moving
- Partner with other local community groups, the media, and organizations

### *EIM Educational Activities*

- Safety education to demonstrate that physical activity can be both safe and enjoyable
- Conduct educational seminars on nutrition, physical activity, and health and wellness for community members
- Hosting presentations and workshops in the community to educate individuals on EIM
- Conduct continuing education programs on EIM for health care providers

### *Implementing the EIM Solution in Health Care Settings*

- Encouraging primary care physicians and their team to assess physical activity at every patient visit
- Customizing prescription pads for health care providers to write exercise prescriptions for their patients
- Working with health care providers to assist them in referring their patients to local/campus physical activity resources and programs
- Connecting health care providers with community programs (or programs hosted by your University) that can receive exercise referrals from health care providers
- Help people find places where activity is safe and enjoyable

Engaging your community extends the mission of Exercise is Medicine® to the greater campus community, providing service through academic expertise! It is the perfect opportunity to share EIM with others, and to engage health care professionals in promoting physical activity as a vital sign.



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## **Action Steps - Engaging the Media**

Working with the media may, at first seem, like a daunting task. However, with the right tools and information, you can engage the media to help you promote EIM on your campus! Below are some hints and suggestions for effectively working with the media.

- Compile a list of campus and local newspaper reporters, as well as radio and television contacts.
  - Ask for the health/fitness reporter, or the community calendar editor.
  - Be sure to ask for a name, phone number, and e-mail address.
- Establish your message! EIM has developed news release templates for you to customize to your community. Make sure that you have covered the basics:
  - Who (*student body, staff, faculty*)
  - What (*EIM on Campus Event*)
  - Where (*your campus*)
  - When (*Freshman Orientation, Homecoming weekend, Parent's Weekend*)
  - Why (*to promote physical activity*)
- Localize the story.
  - How does the information relate to your community?
  - Tie in your pitch to the opening of a new fitness club, or lead with recently released statistics on fitness and health.
- Keys to distributing your news releases:
  - When making initial contact with a reporter, ask for their best method of contact (e-mail, fax, phone, etc.). Most members of the media prefer to have news releases sent via e-mail.
  - When sending a news release, just copy and paste the text into the body. Adding the release as an attachment just means extra work for the reporter, so they are less likely to open it.
  - Don't forget to include your contact information!
  - Follow up with a phone call, making sure the reporter received your e-mail. The reporter may take this time to ask additional questions.
- Be strategic in your approach.
  - Don't overwhelm reporters! They are usually on deadline and do not have a lot of time to talk on the phone.
  - Sending your news release to every reporter at a newspaper won't increase your chance of seeing your story in print.
  - Target select reporters who may be most likely to pick up your story (health/fitness reporters, community reporters, etc.).
- Keep resources and contacts on hand.
  - Utilize EIM resources, such as our public service announcements, newsletters, fact sheets, action guides and others, available in the appendix.
  - Refer the reporter to Exercise is Medicine®. You may direct them to our website ([www.exerciseismedicine.org](http://www.exerciseismedicine.org)) or have them contact us directly (EIM@acsm.org).



## **Action Steps – Promoting EIM Month and EIM-OC Month on Your Campus!**

Once you have begun your on campus initiative, consider scheduling a specific month to really heighten awareness on your campus! Exercise is Medicine Month (May) is a great chance to showcase your campus and all that your team has done to advance the goals of EIM over the past year. Perhaps consider creating EIM on Campus (EIM-OC) month in the fall when students are arriving back to campus.

### **Exercise is Medicine® Month (May)**

Kick off the final month of the school year celebrating your accomplishments during the EIM Month. Talk to campus administration as well as your school's city and state elected officials and urge them to declare May as EIM Month. To do this, request an EIM Month proclamation from your president, provost, mayor or governor! Download our sample proclamations, personalize the sample request letter, and contact your local officials. The toolkit will be release in April.

### **EIM on Campus Month (October)**

Similar to Exercise is Medicine Month in May, EIM-OC Month celebrates EIM at colleges and universities, promoting physical activity and celebrating the EIM movement across campus. Talk to campus administration and your school's city and state elected officials and urge them to declare October as EIM-OC Month. The toolkit will be release in September.

If you are planning an event or activity during EIM Month and/or EIM-OC Month, ***let us know!***

EIM Month promotions and/or activities can include:

- 5km walk/races
- Mud runs
- Kickball/Volleyball/Basketball tournaments
- Gladiator games
- Dance marathons
- Just Dance Parties
- Canoe or Water Races
- Obstacle Courses
- Day of play within the community

Re-occurring activities that you can do throughout EIM Month could include daily:

- Health and fitness tip promoted throughout your campus
- Morning walks throughout campus
- Walk “with your doc or fitness professional” events

Finish your EIM Month/EIM-OC Month, by hosting a celebratory event that congratulates everyone on campus and within the community for being active. Use this event to kick start another year of increased physical activity!

The options are numerous; relying on the resources, efficiency and creativity of your campus!



## **Appendix – Examples of EIM on Campus**

Here are some examples of what other colleges and universities have done in bringing EIM to their campus!

### **Chatham University, Pittsburgh, PA**

In May of 2008, EIM was introduced to Chatham University. The purpose of this initiative was to create awareness and facilitate education about the importance and benefits of exercise as medicine. T-shirts with the EIM logo were given to the first 300 people who arrived at the event. Chatham University exercise science students explained the EIM initiative at the event, encouraged the campus community to become more active, and distributed flyers emphasizing the benefits and importance of exercise. In conjunction with this event in 2008, an EIM proclamation was signed by the mayor of Pittsburgh.

On May 8, 2009, EIM on Campus was officially launched at Chatham University. The event brought together regional and national university officials and faculty, and public health and government officials. EIM task force chairman Robert Sallis, M.D., FACSM, presented the keynote address, speaking about the importance of physical activity on university and college campuses. A strategic planning session organized by Carena Winters, PhD, MPH, FACSM, allowed attendees to discuss EIM's role on campuses in building and sustaining physical activity for students.

### **Mississippi State University, Starkville, MS**

Mississippi State University (MSU) hosted an EIM event on September 9, 2009 that featured a morning bike ride, question-and-answer session and luncheon. MSU campus physicians and nurse practitioners prescribed exercise to student patients as well as faculty and staff patients by referring them to the fitness center, where they were evaluated and given a personal exercise program. Patients' exercise habits were tracked in the same manner as other medical treatments. To encourage physical activity, MSU placed 100 bikes with EIM-OC license plates around campus for students to use on a simple sign up basis.

### **Lakeland College, Sheboygan, WI**

Students at Lakeland College promoted Exercise is Medicine® Month with a “Do U No EIM? Ask Me!” themed launch. Lakeland students worked to generate interest with flyers, table top exercise fact sheets and various campus media. Students also provided resources and programming to their campus health center.

### **Slippery Rock University, Slippery Rock, PA**

Slippery Rock University (SRU) launched EIM on campus in the fall of 2010. The initial phase of implementation included an official launch at freshman orientation and an introduction of EIM in 1<sup>st</sup> year student seminars. In addition, physical activity is now monitored at every visit as the ‘sixth’ vital sign by health services and eligible students are referred for a free, 6 week individualized exercise prescription with the EIM interns. Group walks are conducted by various campus representatives, and human resources provides points toward reduced health insurance cost to employees who attend these walks. Additional events include the SRU University exercise science and physical education students promoting EIM month on campus to the campus and surrounding community. Community outreach and partnerships with local area physicians and hospitals have been developed and the next phase of implementation will include referral from local physicians to SRU’s recreation facility,



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## CONGRATULATIONS!

You and your campus have taken the first steps in bringing the mission and vision of Exercise is Medicine on Campus to **your** campus.

From the Exercise is Medicine Team, we thank you for your commitment to promoting the importance of physical activity and for being an advocate in making exercise an integral part of health and daily life.

### Sponsors

Thank you to our sponsors for being involved with the mission and vision of EIM and EIM on Campus, aiding us in the promotion of physical activity as a necessity and not a luxury!