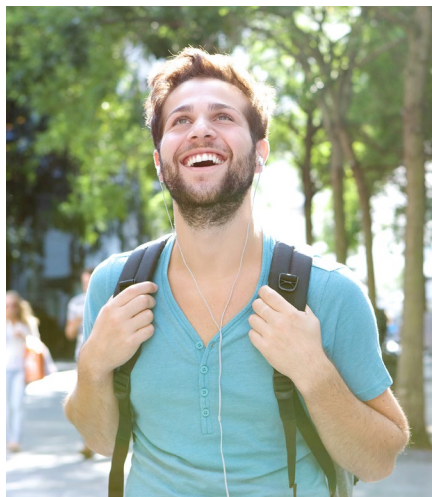


# Exercise is Medicine® (EIM) On Campus Month **October 2017**



## Toolkit

<http://bit.ly/EIMOC2017>

@EIMnews

#EIMOC2017



Exercise is Medicine® On Campus (EIM-OC) is designed to engage the students, faculty and staff of universities and colleges in ongoing efforts to improve physical fitness, health and wellness across campus with the possibility for community outreach. The EIM-OC guiding principles include:

- Introducing EIM to universities/colleges and providing them with an opportunity to make a commitment to support EIM and to bring 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

## Program Mission

Foster collaborative relationships and leadership on campus between exercise, health and other disciplines that support the EIM-OC vision and goals

## Program Vision

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 on college campuses.

## Exercise is Medicine® on Campus Month

Kick off the school year by promoting Exercise is Medicine® on your campus! 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. To do this, request an EIM-OC Month proclamation from your president, provost, mayor or governor! Download our sample proclamations, personalize the sample request letter, and contact your local officials.

## Get Involved

Visit Exercise is Medicine® at <http://bit.ly/EIMOC2017> to support the initiative and receive program updates. Download the *EIM-OC Action Guide*, which provides tips and tools to implement EIM on your campus and get your school moving.

EIM-OC Month promotions and/or activities can include:

- 5km walk/races
- University president, provost, mayor, and/or governor proclamations
- Collaboration with student health services
- Mud runs
- Kickball/volleyball/basketball tournaments
- Gladiator games
- Dance marathons
- Dance video game parties
- Canoe or water races
- Obstacle courses
- Day of play within the community

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

- Health and fitness tip promoted throughout your campus
- Morning walks throughout campus
- Walk “with your doc or fitness professional” events
- Sharing EIM with student health services/other health-related services and/or departments

Finish your 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.

If you are planning an event or activity during EIM-OC Month, let us know at [eim@acsm.org](mailto:eim@acsm.org)!

## NEW! 2017 Exercise is Medicine® on Campus Mascot Challenge



Each October, universities and colleges around the world unite to celebrate Exercise is Medicine® on Campus (EIMOC) Month. Registered campuses host a variety of EIM-related activities throughout October—from securing proclamations from city or state officials to hosting 5K walks/races, kickball tournaments and dance marathons—all to encourage their campus communities to improve physical fitness, health and wellness. Actively engaged campuses receive recognition for their commitment to utilize Exercise is Medicine® to create a culture of wellness on campus.

New this October, registered campuses have a chance to compete in the first annual Mascot Challenge, earning exposure for the campus, bragging rights AND an EIMOC scholarship.

### What is the Mascot Challenge?

The multichannel marketing activity invites all EIMOC registered campuses to create a 90-second (or less) video of their mascot promoting exercise as medicine on campus from working out at the campus gym, to sharing an EIM prescription in the student health clinic; practicing with the football or volleyball team, to sharing EIM with students and faculty at a campus health fair; or even taking a morning stroll through campus with the university president, physician or fitness professional.

### Prizes

The public will have an opportunity to vote via YouTube for the Fan Favorite winner. The winner will receive a prize of \$1000 to be used to implement a physical activity-focused event on their campus.

To learn more about the Mascot Challenge and how to get involved, [click here](#) to download the Mascot Challenge handbook.

## Exercise is Medicine® on Campus Recognition Program

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

### Gold Level

Implementing the EIM Solution

### Silver Level

Educational opportunities for the campus and surrounding community

### Bronze Level

Physical activity promotion and awareness

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:

This month, get your campus registered. EIM-OC can be implemented on any campus, large or small, rural or urban. Let's get moving—to register, go to <http://bit.ly/EIMOC2017!>



## President's Proclamation

**WHEREAS**, October 2017 is Exercise is Medicine® on Campus Month; and

**WHEREAS**, all STUDENTS/EMPLOYEES/MEMBERS of \_\_\_\_\_ 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 campus 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 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 on campus; and

**WHEREAS**, a healthier campus population means a campus culture geared toward health and wellness, greater participation in classes and campus activities and other benefits to the campus setting at large that include all students, faculty and staff; and

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

**WHEREAS**, the American College of Sports Medicine calls 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 October 2017 as

### EXERCISE IS MEDICINE® ON CAMPUS MONTH

I, \_\_\_\_\_ will encourage all

STUDENTS/EMPLOYEES/MEMBERS of \_\_\_\_\_ to participate in activities and observances relating to Exercise is Medicine® on Campus Month in the interests of better health and quality of life for all on campus.

\_\_\_\_\_, President

DATED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2017