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EIM is back at ACSM's Health & Fitness Summit & Exhibition

Attention all health and fitness professionals! Looking for the latest in sport and exercise science research? Curious about the latest nutrition studies for your clients? Interested in networking and professional development opportunities? It's that time of the year again: **ACSM's 18th Health & Fitness Summit & Exposition** will be in Atlanta, Georgia, April 1-4! The Summit offers a wide variety of opportunities to health and fitness professionals to build their knowledge base and increase their impact in their respective fields.

This year's Keynote Speakers:

- ACSM Past President Barbara Ainsworth, Ph.D., M.P.H., FACSM
- Walter Bortz, M.D., ACSM Member Emeritus
- Chris Heeter, Founder of the Wild Institute

The Summit will take place at The Hilton Atlanta. Come join us for a host of events, exhibits, and workout classes that educate, inspire, and empower. This is definitely an event not to be missed!

Get Recognized! EIM on Campus Introduces New Initiative



While the average college student is no stranger to the fear of the "Freshman Fifteen", this occurrence is something to take seriously. In today's modern society of burgeoning new technologies, increased workload, and easy access to not-so-healthy foods, college students are seeing a decrease in physical activity and an increase in the "fifteen"! According to the American College Health Association, between 2006 and 2011 the percentage of overweight and obese college students continued to increase from 27.4 to 29.2 percent.

The ACHA-NCHA (American College Health Association-National College Health Association) reported that 22.8 percent of college males and 23.6 percent of college females do not engage in moderate intensity exercise, while a third [33 percent] of college males and over 40 percent [41.2 percent] of college females do not engage in vigorous intensity exercise. Ladies and gentlemen, this is a serious problem!

With startling statistics like these the importance of health among our nation's university and college students is paramount! EIM's on Campus Initiative is challenging these numbers with the introduction of a new Registration and Recognition Program, encouraging the already participating schools to push their limits and new schools to join the cause on a global level. While the goal of EIM on Campus remains the same, we are seeking to take this program to a new level of coordination and engagement. The Registration and Recognition plans to allow campuses to formally register their schools with EIM, and through active participation schools can become recognized for their activities and achievements, fueling campuses to aim high and push for the ultimate goal of seeing exercise prescription implemented in a real life setting. This initiative is set to launch in summer 2014. The next generation of EIM advocates are gearing up...are you ready to join the movement?

EIM Global News

Not only has EIM continued its torrid pace of growth across the United States, but EIM has now spread to seven continents and more than 40 countries globally. Last year at the 2013 Annual Meeting, representatives from the Russian Sports Medicine Federation flew to Indianapolis, IN to sign their official Memorandum of Understanding to bring EIM back to Moscow with them. We are currently working to bring EIM to the United Arab Emirates, Jordan, and the Caribbean. Next month, representatives of EIM will be in Maputo, Mozambique working to expand the initiative throughout Africa (we already have partners in South Africa and Ghana). Overall, our international partners are busy training health care professionals, introducing physical activity into their health care systems, and training a new generation of leaders in the academic institutions. It is certainly an exciting time for the global growth of EIM!

Exercise is Medicine[®] Resources

- **Action Guides**
EIM Action Guides provide health care providers, fitness professionals and members of the public with tools and guidance on the exercise prescription and counseling process.
 - [Health Care Providers' Action Guide](#)
 - [Health and Fitness Professionals' Action Guide](#)
 - [Public Action Guide](#)
 - [Action and Promotion Guide](#)
 - **Your Prescription for Health flier series**
EIM's [Your Prescription for Health](#) flier series provides information and recommendations for exercising safely with a variety of health conditions.
 - **Keys to Exercise video series**
EIM's [Keys to Exercise](#) video series provides tips and best practices for a healthier, more effective workout.
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