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EIM Global Updates

EIM Africa

The second EIM Africa Regional Conference was recently held in Johannesburg, South Africa in conjunction with the 16th Biennial South African Sports Medicine Association (SASMA) from October 20-22nd. Individuals, representing EIM programs from Ghana, Kenya, Nigeria and South Africa gathered to share experiences and successes on how EIM is developing in their respective countries and plan their future steps in combating physical inactivity and non-communicable diseases across the continent. Several new individuals stepped forward from around the continent to express their interest in helping grow EIM in their communities, including potential leaders in Zimbabwe. Other efforts included a [featured blog](#) editorial on physical activity promotion in Nigeria as well as the development of the first EIM on Campus program in Nigeria that is to take place within the next few months. EIM was also given one of three featured conference tracks for the first two days of the conference as leading experts from around Africa discussed how health care systems can be more effectively utilized to promote physical activity. It is exciting to see the growth and development of EIM in Africa!



EIM Australia

In early October, EIM Australia received national recognition for their EIM fact sheets for the public. These fact sheets were ranked as the second best patient resource on physical activity in all of Australia. The fact sheets were developed to educate individuals on the role of exercise in the treatment of chronic diseases and disorders and were featured in an article in the Medical Observer. This is a major accomplishment for our EIM partners in Australia and we look forward to seeing more great things in the future!

To access their fact sheets, [click here](#).



Physical Activity Research

Factors Influencing Primary Health Care Professionals' Physical Activity Promotion Behaviors: A Systematic Review



While there have been findings on the efficacy of physical activity interventions in the primary health care (PHC) setting, these interventions have yet to become commonplace. A recent review by [Huijig et al. \(2015\)](#) investigated why physical activity (PA) interventions were not more frequently implemented and the factors that influence PHC professionals' promotion of PA. The researchers evaluated a number of factors as they related to innovation, sociopolitical context, and simple innovation strategies that influenced a provider's likelihood

of PA promotion in their clinics. Their results showed that the biggest factors hindering PA promotion were a lack of time, education, competing priorities, and the perception that their patients lacked the motivation to be physically active. However, factors that were perceived to be a positive influence in PA promotion were provider knowledge, skills, and positive attitudes toward PA promotion, intervention materials, and strategies to reinforce PA promotion practices. They suggest that there is a need for further research to look into the relationships between the factors that are prohibiting the promotion of PA, their relative importance, changeability, and what can be done to overcome these barriers to increase the adoption of PA promotion in the health care setting.

To read more details, click [here for the article](#).

EIM on Campus

EIM-OC Month Stories; Recognition Application Process to begin in January 2016

Attention colleges and universities: EIM just wrapped up its first celebration of EIM on Campus Month this October. Schools were fully engaged and doing great things around their campuses. There were also schools that became officially registered EIM campuses. If your school was engaged in EIM on Campus Month, **we would love to hear your story!**



Also, the application process for the EIM on Campus Recognition program begins January 2016. To be eligible for Recognition, you must be an officially registered campus. You can learn more about making your campus an official EIM campus by [clicking here](#). To learn more about the Recognition program, contact Jennifer Pesarchick at jpesarchick@acsm.org.

EIM Partner Technogym Celebrates Inclusivity



The U.S. Census Bureau estimates that one in five Americans is living with a disability. Given these statistics, fitness facilities need consider how they can meet the needs of people of varying abilities. Fitness manufacturer and Exercise is Medicine[®] partner, Technogym, seeks to solve this problem by making the wellness lifestyle readily available to people with disabilities. To accomplish this, Technogym collaborated with the Inclusive Fitness Initiative to design its Inclusive Line, which features removable seats,

ramps and steps that facilitate access.

To read the full article, [click here](#).

ACSM Walking Summit - Highlights



ACSM played a key role in the 2015 National Walking Summit held in Washington, D.C., last week. The event, which was attended by more than 500 leaders in the field of public health and physical activity, provided attendees with an opportunity to discuss best practices, share success stories, and develop strategies that will continue to pave the way to a more walkable country. Participants heard from a variety of experts on walking, physical activity, and health, including the U.S. Surgeon General

Vivek Murthy. ACSM was a supporter of the summit, along with Kaiser Permanente, AARP, American Heart Association, National League of Cities, the National Association of Realtors and others.

For more, visit www.walkingsummit.org.

3rd Medica Medicine & Sports Conference

November 17th & 18th, 2015

The 3rd MEDICA MEDICINE & SPORTS CONFERENCE is set to take place on November 17th & 18th, 2015. MEDICA, the largest medical trade show in the world, promotes interdisciplinary exchange between international sports medicine experts, professional athletes, the sporting goods and health care industry. Exercise is

Medicine[®] (EIM) Europe has been a cooperative partner supporting MEDICA since 2013. This conference was established to foster new exchange formats, promote new sport medical therapies, and innovative products for prevention, recovery and population health management.

To find out more about the program, speakers, and how to participate, [click here!](#)



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