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Spring 2009



The Newsletter

Support for the Exercise is Medicine™ Global Initiative is Provided By:



Celebrate Exercise is Medicine™ Month This May!



The countdown is over... Exercise is Medicine™ Month is here! May is the special recognition month for Exercise is Medicine™ and a time for health care providers, health and fitness professionals, the public, and supporting organizations and constituents to recognize, emphasize and celebrate the valuable health benefits of exercise on a national scale. Here are a few simple things you can do today:

- Ask your state and city officials to proclaim May as Exercise is Medicine™ Month by requesting a proclamation.
- Download the Action and Promotion Toolkit to learn how to incorporate physical activity into your life and

plan an Exercise is Medicine™ event or activity.

- Sign up your event or activity for Exercise is Medicine™ Month by clicking "Join Us" at the top of the EIM home page.
- Check out www.ExerciseIsMedicineMonth.org for updates and more resources!

Resources for physicians, fitness professionals, schools, work sites, insurance companies and the public are available online. These resources include recommendations for fitness professionals and health care providers to help design a complete physical activity program for patients; ways for the public to begin exercise; and lesson plan ideas for teachers related to exercise.

EIM would like to thank the American College of Sports Medicine's regional chapter members, as well as other EIM supporters, for contacting their officials for proclamations. The following governors have declared May 2009 as Exercise is Medicine™ Month in these states:

- | | | |
|---------------|-----------------|----------------|
| • Alabama | • Maine | • North Dakota |
| • Alaska | • Michigan | • Ohio |
| • Colorado | • Mississippi | • Oklahoma |
| • Connecticut | • Montana | • Pennsylvania |
| • Georgia | • Nebraska | • South Dakota |
| • Illinois | • Nevada | • Texas |
| • Indiana | • New Hampshire | • Vermont |
| • Iowa | • New Jersey | • Virginia |
| • Louisiana | • New Mexico | |

How are you celebrating Exercise is Medicine™ Month? Let us know how you are planning to recognize the health benefits of exercise in May. Visit www.exerciseismedicinemonth.org or e-mail us at eim@acsm.org.

May is Exercise is Medicine™ month!
Visit www.exerciseismedicinemonth.org for more information



Letter from Exercise is Medicine™ Chair Robert Sallis, M.D., FACSM, encourages you to ask your health care provider about physical activity



Exercise is Medicine™-Italia ACSM's partnership with the Italian Sports Medicine Federation (Federazione Medico Sportiva Italiana, FMSI)



Project ACES ACSM Partnership with the Youth Fitness Coalition will Combat Childhood Obesity



Become a Network Member Show your support for Exercise is Medicine™

Letter from Exercise is Medicine™ Chair Robert Sallis, M.D., FACSM



Now that spring has arrived, it's time to take action! As you know, May is Exercise is Medicine™ Month. Our new Action and Promotion Toolkit is a great "how-to" for those who would like to do a little more this

May. Take time this month to ask your health care provider about physical activity—important not only during May, but during each visit throughout the year.

I helped kick off EIM Month by speaking at the Exercise is Medicine™ On Campus: A Call-to-Action launch at Chatham University near Pittsburgh. This conference and launch of a national university and college platform for EIM brought together regional and national university officials and faculty, ACSM leadership, and public health and government officials. Read more about the program in this newsletter.

Thank you to those who attended the 2009 ACSM Health and Fitness Summit and Exposition in Atlanta and expressed interest in Exercise is Medicine™. We had a great turnout, including more than 100 new sign-ups at the EIM booth. Our founding partner,

Coca-Cola, held a launch at the Coke national headquarters to announce EIM to their employees and encourage them to get active as part of their worksite health promotion program.

As always, we thank you for your support and interest for this important initiative. Remember: exercise is medicine!

Robert E. Sallis, M.D., FACSM
Chair, Exercise Is Medicine Task Force
Immediate Past-President,
American College of Sports Medicine



Exercise is Medicine™ In the News

Many news organizations and blogs have reported on Exercise is Medicine™ and its goals, principles and achievements. Recent publications include:

- ABC News
- American Medical News (American Medical Association)
- Bucks County Courier Times (Pa.)
- Fitness Management
- Harvard Women's Health Watch newsletter
- Live Science
- Mankato Free Press (Minn.)
- Medical News Today
- Mountain Times (N.C.)
- The Press Enterprise (Riverside, Calif.)
- USA Today
- Washington Post
- WKYC-NBC (Ohio)
- Wyoming Tribune Eagle

Blogs include:

- Brain Fit For Life
- Community Meltdown
- Cool Health Tips
- Our Health and Wellness
- Strong Medicine
- The Fight for Fitness

To view links to these articles, visit www.exerciseismedicine.org/News.htm.

ACSM and the Italian Sports Medicine Federation to Launch Exercise is Medicine™ -Italia and other Initiatives



Sallis awarded highest honor by FMSI.

ACSM has announced a partnership with the Italian Sports Medicine Federation (Federazione Medico Sportiva Italiana, FMSI) that will focus on research and the development of joint protocols in the field of sports medicine in Italy. As one feature of the partnership, FMSI will also support and promote the Exercise is Medicine™ initiative in Italy.

Recently, Exercise is Medicine™ chairman Robert E. Sallis, M.D., M.P.H., FACSM, received the Leonardo da Vinci Award for Sports Medicine Leadership from FMSI. This is the highest honor awarded by FMSI and reflects their support for Exercise is Medicine and its principles.

The award was presented to Sallis during the 32nd National Congress of the Federazione Medico Sportiva Italiana held in Turin, Italy on Feb. 19-22. Sallis presented "Exercise is Medicine—Physical Activity as a Medicine" as the keynote lecture for the conference.

"This is a very important agreement for the FMSI. We are all very excited by the idea of working with the ACSM to promote sports medicine and science around the world," said FMSI President Maurizio Casasco.

FMSI, founded in 1929, is the only official medical federation recognized by the Italian National Olympic Committee (CONI) and the only sports medicine scientific association registered with the Federation of Italian Scientific Societies.

Exercise is Medicine™ On Campus



The American College of Sports Medicine (ACSM) is pleased to announce the launch of Exercise is Medicine™ On Campus, a national call-to-action bringing EIM into the university and college

environment. The program will:

- Provide universities with an opportunity to learn what other universities are doing to promote physical activity and its health benefits on their campus.
- Introduce EIM to universities and provide them with an opportunity to become among the first educational institutions to make a commitment supporting EIM.
- Provide universities with an opportunity to collaborate in supporting EIM on their campuses and in their local communities.
- Open a dialog between universities and public health

officials on lifelong physical activity and EIM.

ACSM launched Exercise is Medicine™ On Campus at a special conference on May 8, 2009, at Chatham University in Pittsburgh, Pennsylvania. This conference and launch of a national university and college platform for EIM brought together regional and national university officials and faculty, ACSM leadership, and public health and government officials.

Looking to introduce EIM on your campus? To learn more about the launch event and Exercise is Medicine™ On Campus program, visit www.exerciseismedicine.org/campus.htm.

ACSM Publishes New Book on Exercise as Medicine; Physicians, Other Health Care Providers Encouraged to Effectively Prescribe Exercise

YOUR NEXT PRESCRIPTION MAY NOT BE AS COSTLY AS YOUR LAST, AS YOU MAY LEAVE THE DOCTOR'S OFFICE WITH A PRESCRIPTION TO EXERCISE. AS PART OF THE NATIONALLY RECOGNIZED PROGRAM ASKING PHYSICIANS WORLDWIDE TO PRESCRIBE PHYSICAL ACTIVITY TO THEIR PATIENTS, THE AMERICAN COLLEGE OF SPORTS MEDICINE (ACSM) ANNOUNCED THE PUBLICATION OF "ACSM'S EXERCISE IS MEDICINE™: A CLINICIAN'S GUIDE TO EXERCISE PRESCRIPTION."

In the book, authors Steven Jonas, M.D., MPH, M.S., and Edward M. Phillips, M.D., craft a comprehensive physicians' guide to prescribing exercise to patients.

"ACSM's Exercise is Medicine™: A Clinician's Guide to Exercise Prescription" explains how to design practical exercise programs for otherwise healthy patients of all ages and fitness levels, as well as those with special conditions such as pregnancy, obesity, and cancer. The book also includes in-depth discussions of both the lifestyle approach to exercising regularly and the structured exercise approach.

"This book serves as a resource for physicians, while providing the unique opportunity for health care professionals to personalize the benefits of physical activity to each patient," said Phillips. "As physicians, we only have a limited amount of time we can spend with each patient. This book is a simple guide for using this short time to effectively speak about physical activity."

"Three-Minute Drills" — which cover the theory and practice of promoting regular exercise with patients, in small, manageable segments — are one feature of the publication written for health care professionals with limited time or resources.

According to Phillips, the chapters on mobilizing patient motivation are particularly significant. "Only your physician knows your particular background and medical history," Phillips said. "Your physician can give you the basic message to get physically active, but motivation is central to the whole idea."

ACSM guidelines and recommendations on exercise and exercise-related issues are utilized in the book. Other contributors include Jennifer Capell, PT, MSc, MPH; Evonne Kaplan-Liss, M.D., MPH; and Mary Ellen Renna, M.D.

Supporters of the book include the President's Council on Physical Fitness and Sport and ACSM immediate past President Robert E. Sallis, M.D., FACSM, who launched

the Exercise is Medicine program during his presidency.

Sallis writes, "The cost of inactivity is staggering, with an estimated 250,000 premature deaths annually in the U.S. directly attributed to inactivity and the costs of medical care for inactive patients dwarfing that required to care for active ones."

In addition to the American College of Sports Medicine, "ACSM's Exercise is Medicine™: A Clinician's Guide to Exercise Prescription" is published in cooperation with the Harvard Medical School's Institute of Lifestyle Medicine and the American College of Preventive Medicine.

To order a copy of the book, please visit www.lww.com or call 1-800-638-3030. ACSM members and EIM Network Members receive a 20 percent discount. Book excerpts are available to the media upon request. Please contact Kim Jackson at kjackson@acsm.org or 317-352-3818 for more information.

ACSM Partnership will Combat Childhood Obesity, Get Kids Active; ACSM and Youth Fitness Coalition join to promote youth fitness



In an effort to decrease the prevalence of childhood obesity and promote physical activity to children, the American College of Sports Medicine (ACSM) has announced a partnership with the Youth Fitness Coalition (YFC). This partnership will feature ACSM's Exercise is Medicine™ initiative and Project ACES (All Children Exercise Simultaneously).

Created in 1989 by physical education teacher Len Saunders as a method of motivating children to exercise, Project ACES Day takes place on the first Wednesday each May as part of National Physical Fitness and Sports Month and National Physical Education Week. In the past, it has been labeled as "the world's largest exercise class." Project ACES Clubs continue to promote physical activity all year long by pledging to create youth fitness programs in their schools.

"For more than 20 years, Project ACES' programs have been organized and conducted by the YFC and have involved millions of children, parents and teachers in every state and more than 45 countries," said H.J. Saunders, YFC Founder and President.

Project ACES Day on May 6 coincides with Exercise is Medicine™ Month, a time for physicians, health and

fitness professionals, the public, and supporting organizations and their constituents to recognize, emphasize and celebrate the valuable health benefits of exercise on a national scale.

"The principles of Exercise is Medicine center around the importance of physical activity," said Robert Sallis, M.D., FACSM. "Project ACES really fits well with the goals of Exercise is Medicine, and I think this will be a very valuable tool in our effort to reach out to children and their parents worldwide."

The 2008 Physical Activity Guidelines for Americans recommend that children and adolescents aged 6 to 17 engage in 60 minutes or more of physical activity each day, including aerobic, muscle-strengthening and bone-strengthening exercises.

"This partnership is an important action item in a long list of steps we're taking to address the issue of youth fitness and health, and is indicative of our commitment to the issue at large," said James R. Whitehead, ACSM Executive Vice President. "Exercise is Medicine is the perfect venue for our involvement with Project ACES."

For more information on Exercise is Medicine™ and how to get involved with Project ACES, visit www.exerciseismedicine.org/projectaces.htm and www.projectaces.com.

Exercise is Medicine™ Introduces Action and Promotion Toolkit



Exercise is Medicine™ has introduced a new toolkit for physicians, fitness professionals, members of the public, organizations and businesses. The Exercise is Medicine™ Action

and Promotion Toolkit provides tips and tools to plan your own Exercise is Medicine™ local event or activity during Exercise is Medicine™ Month in May or any time throughout the year, including a PowerPoint slide deck. In this toolkit, you'll also find action steps, information and resources about how to incorporate physical activity into your life. Visit www.exerciseismedicine.org to download the toolkit.

HOW TO GET INVOLVED:
WWW.EXERCISEISMEDICINE.ORG



One of the exciting outcomes of launching the Exercise is Medicine™ program is the feedback and support we've received from medical, health and fitness professionals across the nation.

If you have a story, or would like to tell us more about what Exercise is Medicine™ means to you, please write us at eim@acsm.org. Your story or advice may be published in a future edition of this newsletter, or appear as part of the Exercise is Medicine™ Web site.

Exercise is Medicine™ Leaders Publish Articles in British Journal of Sports Medicine

Two articles written by Exercise is Medicine™ task force members were recently published in the British Journal of Sports Medicine. Steven N. Blair, P.E.D., FACSM, and Robert E. Sallis, M.D., FACSM, both wrote articles for the January 2009 issue, which focused on physical inactivity.

Blair wrote an introductory piece on research

promoting the importance of physical activity. Blair presented data on risk factors and the science behind the conclusion that physical inactivity is an urgent and significant public health concern. Sallis' editorial focuses on integrating exercise prescription to the health care system and introduces the Exercise is Medicine™ initiative. To

read full text versions of these articles, visit www.exerciseismedicine.org.

The British Journal of Sports Medicine is the official journal of the British Association of Sport and Exercise Medicine and covers the latest advances in clinical practice and research.

Become a Network Member



Exercise is Medicine™ is grateful to have the support of more than 100 organizations as EIM Network Members. Network members agree to support EIM's principles and three simple actions steps. To view the full list of network members, visit www.exerciseismedicine.org/supporters.htm. To become a network member, visit www.exerciseismedicine.org/becomesupporter.htm.

