



Media Kit

CONTACT

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MEDIA CONTACTS

Exercise is Medicine is an initiative managed by the American College of Sports Medicine (ACSM). Members of the media may contact ACSM's Communications & Public Information staff (listed below) for more information on the initiative, story ideas, expert referrals, guest speakers or other resources.

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LATEST NEWS

Click on the graphic below or visit <http://www.exerciseismedicine.org/News.htm> to view the latest program news and updates. [Follow us on Twitter at @EIMnews](#) for health tips and the latest news.



FACT SHEETS

Visit <http://www.exerciseismedicine.org/media.htm> or see pages 2-4 of this kit for Exercise is Medicine and Exercise is Medicine Month fact sheets.

RESOURCES

Visit <http://www.exerciseismedicine.org/media.htm> or see pages 5-6 of this kit for a list of Exercise is Medicine resources.

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

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Fact Sheet

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THE PROBLEM

Physical inactivity is a fast-growing public health problem and contributes to a variety of chronic diseases and health complications, including obesity, diabetes and cancer. In addition to improving a patient's overall health, increasing physical activity has proven effective in the treatment and prevention of chronic diseases. Even with all the benefits of physical activity, in the United States and many other countries, levels of inactivity are alarming. We are facing what is now referred to as an "inactivity epidemic," with tremendous costs.

- According to the World Health Organization's most recent Global Health Risks data (2004) after high blood pressure, tobacco use and high blood glucose, physical inactivity constitutes the 4th leading cause of death globally, with about 3.3 million attributable deaths per year. More recent evidence (2009) using direct measure, rather than survey data shows physical inactivity to be the leading cause of death in the US.
- More than half of adults (56%) do not meet the recommendations for sufficient physical activity in the 2008 Physical Activity Guidelines.
- In a study of older adolescents and adults in the US, participants spent almost eight hours a day in sedentary behaviors, while as much as 36% of adults engaged in no leisure-time physical activity at all.
- A study in 2008 shows that physical inactivity costs the US Health Care System \$330 per person each year, which equals more than \$102 billion dollars annually.
- 40% of US primary care doctors and 36% of US medical students do not meet 2008 federal physical activity guidelines. Physically inactive doctors are less likely to provide exercise counseling to patients and provide less credible role models for the adoption of healthy behaviors. Not surprisingly, only 34% of US adults report having received exercise counseling at their last medical visit.

THE BENEFITS:

Many research studies have shown the benefits of regular physical activities. The US Federal Physical Guidelines and many studies show that 150 minutes per week of moderate intensity physical activity is required to achieve these health benefits.

- Research shows that a low level of physical activity exposes a patient to a greater risk of dying than does smoking, obesity, hypertension, or high cholesterol, and for older men, regular physical activity can decrease the risk of death by 40%.
- Active individuals in their 80s have a lower risk of death than inactive individuals in their 60s.
- Regular physical activity can:
 - Reduce mortality and the risk of recurrent breast cancer by approximately 50%.
 - Lower the risk of colon cancer by over 60%.
 - Reduce the risk of developing of Alzheimer's disease by approximately 40%.
 - Reduce the incidence of heart disease and high blood pressure by approximately 40%.
 - Lower the risk of stroke by 27%.
 - Lower the risk of developing type II diabetes by 58%
 - Be twice as effective in treating type II diabetes than the standard insulin prescription and can save \$2250 per person per year when compared to the cost of standard drug treatment.
 - Can decrease depression as effectively as Prozac or behavioral therapy.
- Adults with better muscle strength have a 20% lower risk of mortality (33% lower risk of cancer specific mortality) than adults with low muscle strength.
- A low level of fitness is a bigger risk factor for mortality than mild-moderate obesity. It is better to be fit and overweight than unfit with a lower percentage of body fat.
- Regular physical activity has been shown to lead to higher SAT scores for adolescents.
- In an elementary school setting, regular physical activity can decrease discipline incidents involving violence by 59% and decrease out of school suspensions by 67%.

* For a list of references, please see the *Exercise is Medicine*[®] Reference sheet.



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A SOLUTION TO THE GREATEST PUBLIC HEALTH PROBLEM OF THE 21ST CENTURY

Exercise is Medicine[®] is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients. Exercise is Medicine is committed to the belief that exercise and physical activity are integral to the prevention and treatment of chronic disease and should be regularly assessed as part of medical care. Along with the National Physical Activity Plan, Exercise is Medicine strives to make physical activity a “vital sign” that is routinely assessed at every patient interaction with a health care provider.

GUIDING PRINCIPLES OF EXERCISE IS MEDICINE

The guiding principles of Exercise is Medicine, a multi-organizational initiative coordinated by the American College of Sports Medicine (ACSM), are designed to improve the health and well-being of our nation 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.
- Multi-organizational efforts to bring a greater focus on physical activity and exercise in health care settings are to be encouraged.

A CRITICAL CALL TO ACTION

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. Therefore, Exercise is Medicine[®] calls on each person and all partners dedicated to the idea that exercise truly is medicine to continue to build, support and advocate for physical activity as essential for global health and wellbeing by committing to action. Policy makers are called to change policy to support physical activity as a vital sign for health. Health care providers and fitness professionals are called to integrate exercise into every patient and client interaction. Communities, workplaces and schools are called to promote physical activity as an essential part of health and wellbeing.

GET INVOLVED

Visit Exercise is Medicine online at www.exerciseismedicine.org to support the initiative, receive program updates and download an [Action and Promotion Guide](#). Visit www.exerciseismedicinemonth.org for tips, tools and ideas to plan your own local event or activity during Exercise is Medicine Month in May or throughout the year, including a PowerPoint slide deck and media advocacy tools.

Support for the Exercise is Medicine[®] Global Initiative is Provided By:

EIM OFFICIAL PARTNERS:



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Exercise is Medicine[®] Month Fact Sheet

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A UNIVERSAL HEALTH CARE CALL TO ACTION Exercise is Medicine™ is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients. Exercise is Medicine is committed to the belief that exercise and physical activity are integral in the prevention and treatment of diseases and should be regularly assessed as part of all medical care.

WHAT *Exercise is Medicine Month*

Exercise is Medicine Month is the special recognition month for Exercise is Medicine and a time for everyone to recognize, emphasize and celebrate the valuable health benefits of exercise on a national scale. Exercise and physical activity are important to health and the prevention and treatment of many chronic diseases.

WHY *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.

WHO *You and the members of your community*

Exercise is Medicine invites you and the members of your community to take part of a national event focused on celebrating physical activity. Organizations, state and local government officials and individuals across the country join together in May to promote exercise and the prevention and treatment of diseases.

WHEN *May 2009*

Exercise is Medicine has declared May as Exercise is Medicine Month, in conjunction with the President's Council on Physical Fitness and Sports' National Physical Fitness and Sports Month. May is a time to get involved in your community, to spread the word about the many benefits of exercise.

WHERE *Online and in your community*

Take advantage of Exercise is Medicine Month by becoming more physically active yourself, and by starting or signing up for events in your area. Download the [Action and Promotion Guide](#) to learn more.

GET INVOLVED

Visit www.exerciseismedicinemonth.org to download an [Action and Promotion Guide](#), which provides tips and tools to plan your own local event or activity during Exercise is Medicine Month in May or throughout the year, including a PowerPoint slide deck and media advocacy tools. In this guide, you'll also find action steps about how to incorporate physical activity into your life. Don't forget to check out www.exerciseismedicine.org all year long for videos, fliers, handouts, guides and more!

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Physical Activity Facts

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Starting an exercise program can sound like a daunting task, but just remember that your main goal is to boost your health by meeting or exceeding the basic physical activity recommendations: 150 minutes per week of moderate-intensity* physical activity through, for example, 30 minutes of moderate-intensity exercise, five days per week.

Follow the guidelines below to meet the basic physical activity recommendations after consulting your health care professional.

Age	No Chronic Conditions	Chronic Conditions
Children & Adolescents (6-17)	60 minutes or more of physical activity every day (moderate*- or vigorous**-intensity aerobic physical activity). Vigorous-intensity activity at least 3 days per week. Muscle-strengthening and bone-strengthening activity at least 3 days per week.	Develop a physical activity plan with your health care professional. Avoid inactivity. Refer to the Your Prescription for Health series .
Adults (18-64)	150 minutes a week of moderate-intensity, or 75 minutes a week of vigorous-intensity aerobic physical activity Muscle-strengthening activities that involve all major muscle groups performed on 2 or more days per week.	Develop a physical activity plan with your health care professional. Be as physically active as possible. Avoid inactivity Refer to the Your Prescription for Health series .
Older Adults (65+)	Follow the adult guidelines, or be as physically active as possible. Avoid inactivity. Exercises that maintain or improve balance if at risk of falling.	Develop activity plan with your health care professional. Refer to the Your Prescription for Health series .

[From the 2008 Physical Activity Guidelines for Americans](#)

For more information on these guidelines, visit www.acsm.org/physicalactivity.

*Moderate-intensity physical activity means working hard enough to raise your heart rate and break a sweat, yet still being able to carry on a conversation. Examples: brisk walking, ballroom dancing or general gardening.

**Vigorous-intensity physical activity causes rapid breathing and a substantial increase in heart rate. Example: jogging, aerobic dancing or jumping rope.



Resources

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ACTION GUIDES

Health Care Providers' Action Guide
www.exerciseismedicine.org/physicians.htm

Health and Fitness Professionals' Action Guide
www.exerciseismedicine.org/fitpros.htm

Public Action Guide
www.exerciseismedicine.org/public.htm

Action and Promotion Guide
www.exerciseismedicine.org/action.htm



YOUR PRESCRIPTION FOR HEALTH SERIES

www.exerciseismedicine.org/YourPrescription.htm

Provides information and advice on exercising safely with various health conditions.



EXERCISE IS MEDICINE™ MONTH

www.exerciseismedicinemonth.org

Exercise is Medicine Month celebrates May as the special recognition month for Exercise is Medicine and as a time for physicians, 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.





Resources

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KEYS TO EXERCISE VIDEO SERIES

www.exerciseismedicine.org/keys.htm

- Aerobic Types
- Duration and Frequency
- Exercise and Your Health
- Flexibility
- Home Gym
- Intensity
- Strength



NEWSLETTER AND E-NEWSLETTER

www.exerciseismedicine.org/resources.htm

Quarterly newsletter and biweekly e-newsletter providing program updates, distributed to health care providers, fitness professionals, members of the public, network members and more.



PUBLIC SERVICE ANNOUNCEMENTS

www.exerciseismedicine.org/PSA.htm

The American College of Sports Medicine (ACSM) has partnered with the United States' Office of the Surgeon General to create public service announcements (PSAs) promoting Exercise is Medicine. The PSAs feature the acting surgeon general, Rear Admiral Steven K. Galson, M.D., M.P.H., and a message encouraging physical activity.



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