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The Newsletter

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

Founding Partners:



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Inaugural World Congress on Exercise is Medicine™: The World's Prescription for Health



Unite with others across borders to build a healthier world and globalize Exercise is Medicine

You are invited to take part in the historic inaugural World Congress on Exercise is Medicine (EIM)! The World Congress will be a unique international forum addressing the science, practice, and policy aspects of the impact physical activity has on disease prevention and health promotion.

Why should you attend?

In addition to the valuable exchange of knowledge regarding physical activity and disease prevention, attendees of the World Congress will gain valuable resources and recommendations on how to implement various EIM initiatives in their respective countries and communities.

Highlights of the World Congress on Exercise is Medicine

- International showcase of various EIM initiatives
- Knowledge exchange and breakout sessions with international representatives
- Training sessions
- Highlighted sessions and scientific abstracts on research, practice and policy
- Dynamic keynote speakers
- Opening and closing ceremonies

Become an official partner!

If your organization would like to play a lead role with the World Congress and EIM as a global initiative, we will recognize you as an official partner of the World Congress. E-mail sloveless@acsm.org for more details.

Questions on registration?

Registration for the World Congress allows you to attend all sessions at ACSM's 57th Annual Meeting from June 2-5, 2010, in Baltimore. Registration details will be available in September at www.acsm.org/meetings. E-mail meetings@acsm.org or call 317-637-9200 ext. 141 for more information.

Mark your calendars and plan to attend this groundbreaking event! Bookmark www.exerciseismedicine.org/worldcongress.htm for updates.



Letter from Exercise is Medicine™ Chair Robert Sallis, M.D., FACSM, encourages you to get involved with EIM and promote physical activity



Exercise is Medicine™ Task Force Update Edward Phillips, M.D., presents at Medical Fitness and Health Care Conference



Exercise is Medicine™ Spokesperson Pamela M. Peeke, M.D., M.P.H., shares media, legislative, and health care expertise



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

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



You've seen the headlines and the debates at town hall meetings. Now, more than ever, prevention is a key topic for U.S. health care reform. Lawmakers, health care providers, fitness professionals and members of the public alike must stay informed about the health and cost benefits of preventive care.

Countless studies show exercise really IS medicine. Not only does physical activity prevent obesity, cardiovascular disease, diabetes and other chronic

conditions, but it also promotes an overall healthier lifestyle and mindset. As you know, this research is the core of the Exercise is Medicine philosophy. As the nation's lawmakers work to create a meaningful health care plan, EIM is also working toward this common goal by addressing prevention and disease through a greater focus on physical activity in health care settings.

Exercise is Medicine has taken center stage at several recent national health care meetings. I joined other EIM leaders at the National Physical Activity Plan Conference in Washington, D.C. Working groups discussed strategies and tactics for a national physical activity plan, much of which was focused around the principles of EIM. EIM was also highlighted during a

panel session at the Centers for Disease Control and Prevention's Weight of the Nation conference, along with an exhibit booth.

There is no better time than the present to get involved with the initiative and promote physical activity as a vital sign for health. Take a powerful step today toward better health for all.

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

EIM Message Reaches Times Square



As a part of the closing bell ceremony at the NASDAQ stock market on May 6, 2009, the American College of Sports Medicine introduced Exercise is Medicine™ (EIM) to New York City and the world via the NASDAQ MarketSite Tower, a seven-story-tall electronic display in Times Square. To watch the full EIM promotional video, visit www.exerciseismedicine.org.



"Exercise is Medicine™ on the Fly," originally formed in 2005, is presented in conjunction with the American College of Sports Medicine Task Force on Healthy Air Travel. The purpose of the Task Force is to recognize and respond to the stresses of modern commercial air travel through promotion of related research, educational initiatives, and practical application of exercise science. Visit www.acsm.org/exerciseismedicineonthe-fly to learn more.

EIM Task Force Member Presents at Medical Fitness and Health Care Conference



Healthcare Conference.

Phillips' seminar, "Exercise is Medicine: Bridging the Gap from Physicians to Medical Fitness Centers," will center on the importance of promoting physical

Edward Phillips, M.D., Exercise is Medicine™ task force member and co-author of "ACSM's Exercise is Medicine™: A Clinician's Guide to Exercise Prescription," will highlight the initiative during a seminar at the 15th Annual Medical Fitness Association (MFA) Medical Fitness and

activity and integrated care, particularly physician referrals. Phillips will be available following his presentation to autograph his book. The conference, held Dec. 2-5 in Orlando, Fla., also features a physician roundtable focused on the role of physicians in the current patient care model and chronic disease risk reduction.

Phillips, an assistant professor of physical medicine and rehabilitation at Harvard Medical School and director of outpatient medical services at the Spaulding Rehabilitation Hospital Network, is the founder and director of Harvard's Institute of Lifestyle Medicine.

To learn more about the MFA conference and to register, visit www.medicalfitness.org.

Exercise is Medicine™ Spokesperson Shares Media, Legislative, Health Care Expertise



The Exercise is Medicine (EIM) Task Force is proud to introduce Pamela M. Peeke, M.D., M.P.H., as a spokesperson for the Exercise is Medicine initiative. Peeke also serves as an American College of Sports Medicine legislative representative on Capitol Hill, actively participating in the incorporation of EIM initiatives into the health care reform agenda. Peeke brings a great wealth of expertise to EIM as an internist, Pew Scholar in nutrition and metabolism, and Assistant Professor of Medicine at the University of Maryland School of Medicine, as well as a member of the Maryland Governor's Council on Fitness. Peeke is a New York Times bestselling author in healthy

lifestyle, and the chief medical correspondent for nutrition and fitness for Discovery Health TV. Peeke's broad base of media and television experience also proves to be valuable in her work as a host of Discovery's award winning *National Body Challenge* and *Fit to Live* series. Peeke is also a contributing editor to numerous consumer publications including *Prevention*, *Fitness*, and *O* magazine, and is a regular health and medical commentator for national network media including CNN, Fox and NBC. Peeke is featured as one of America's leading women physicians by the National Institutes of Health Changing Face of Medicine exhibit at the National Library of Medicine. Peeke has also partnered with *WebMD* to provide her *Everyday Fitness with Dr. Pam Peeke* online multimedia healthy living campaign. The EIM Task Force looks forward to working with Peeke to promote the benefits of physical activity.

Bridging the Health Gap: Connecting the Doctor's Office and the Gym

NEW PARTNERSHIP WITH ANYTIME FITNESS FOSTERS COLLABORATION BETWEEN HEALTH CARE PROVIDERS, FITNESS PROFESSIONALS

Interweaving the worlds of doctors, fitness professionals and patients into one model platform for optimum health and fitness has long been a challenge for proponents of healthy lifestyles. But a new partnership between the Exercise is Medicine™ global initiative and Anytime Fitness, the world's largest co-ed fitness chain, aims to do just that and demonstrate how exercise can help solve America's health care crisis.

Exercise is Medicine, a program supported by numerous national health and fitness organizations, is at the heart of the partnership. The program supports the notion that health care providers—especially physicians—should play a vital role in encouraging patients to get healthy. And, on the flip side, fitness professionals should have the hands-on opportunity to carry out the doctor's orders within the four walls of a health club.

"Exercise is preventive medicine," said Robert Sallis, M.D., chair of the Exercise is Medicine Task Force. "Anytime Fitness has the unique opportunity to carry out one of our fundamental principles: that physical activity isn't about just looking good—it's necessary for disease prevention and a long, healthy life."

As a founding partner sponsor of Exercise

is Medicine, Anytime Fitness will offer numerous benefits to gym patrons and health care providers who take the health-and-fitness merge to heart, including:

- Exercise is Medicine health screenings in Anytime Fitness clubs
- Discounts and rewards for members who bring a completed exercise "prescription form" from their health care provider
- Special Exercise is Medicine fitness events, including walk- and bike-a-thons
- Awards for health care practitioners who discuss exercise as a preventive health care tool with their patients

The new collaboration is just one step in Anytime Fitness' mission to be much more than just a hard-bodies gym.

"Anytime Fitness is a strong believer in the connection between exercise and medicine and our member success stories serve as proof of this link" said Chuck Runyon, president and co-founder of Anytime Fitness. "The connection between exercise and a healthy lifestyle is why Anytime Fitness works to remove obstacles to fitness by locating our fitness centers closer to where people work and live including smaller communities, keeping memberships affordable and fostering a positive and supportive culture

within our clubs."

Patients play a vital role in completing the health-and-fitness circle, too.

"If your doctor or health care provider isn't talking to you about physical activity, bring it up," Sallis said. "Ask them about the best, safest kinds of exercise for you. This conversation should be and needs to be a regular part of every doctor's office visit."



About Anytime Fitness

Open 24/7, Anytime Fitness provides its more than 700,000 members with convenient and affordable fitness options in friendly, well-maintained facilities featuring top-quality equipment. State-of-the-art security and surveillance systems ensure member safety even during unstaffed hours at the clubs. Anytime Fitness expects to achieve system-wide sales in excess of \$150 million in 2009. For more information about Anytime Fitness, or to find the club nearest you, visit www.anytimefitness.com.

Exercise is Medicine™ Establishes Presence at National Health Care Conferences

In order to continue its efforts to promote physical activity, Exercise is Medicine (EIM) recently joined dozens of the nation's leading organizations in health care, science, medicine and public health for prominent conferences emphasizing disease prevention measures.

Representatives for EIM helped shape physical activity prevention strategies during the Centers for Disease Control and Prevention's (CDC) Weight of the Nation conference July 27-29. Former President Bill Clinton opened the conference by noting that the time has come to take action in the fight against obesity. An exhibit booth at the conference provided attendees with the opportunity to learn more about EIM. Acting Surgeon General Rear Admiral Steven K. Galson, M.D., M.P.H., who helped launch EIM in 2007, visited the booth and praised the progress of EIM, pledging to continue to promote the initiative's prevention-based principles.

EIM's presence at the Weight of the Nation conference also resonated with a presentation by Pamela Peeke, M.D., M.P.H., an EIM spokeswoman, and American College of Sports Medicine American Fitness

Index™ chairman Walt Thompson, Ph.D., FACSM, during a prevention forum moderated by Capt. Michael Pratt, M.D., M.P.H., FACSM, chief of the physical activity and health branch of the CDC Division of Nutrition, Physical Activity, and Obesity.

EIM advocates also participated in a groundbreaking health and physical activity initiative aiming to develop strategies to increase physical activity in communities, schools, and individuals. The National Physical Activity Plan Conference brought together about 250 experts working to develop a national physical activity plan to launch during the first quarter of 2010. Former U.S. Surgeon General David Satcher, M.D., M.P.H., and Howard Koh, M.D., M.P.H., assistant secretary for health of the U.S. Department of Health and Human Services, both emphasized their commitment to physical activity through speeches during the conference, held July 1-2 in Washington, D.C.

To learn more about the National Plan, visit www.physicalactivityplan.org.

Task Force Member Receives National Leadership Award



The American College of Sports Medicine is pleased to congratulate and recognize Exercise is Medicine™ task force member Edward Phillips, M.D., as a recipient of the

President's Council on Physical Fitness and Sports Community Leadership Award for 2009. This award is given out annually to individuals who improve the lives of individuals within their communities by providing or enhancing opportunities to engage in sports, physical activities or fitness-related programs.

Phillips is currently the director of the Institute of Lifestyle Medicine at Spaulding Rehabilitation Hospital and Harvard Medical School. He has stayed active in advocating for exercise prescription and behavior change by co-authoring "ACSM's Exercise is Medicine™, A Clinician's Guide to Exercise Prescription," available for purchase at www.lww.com.

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.



EIM to Become Regular Feature in International Journal

Exercise is Medicine™ (EIM) continues to gain global exposure with a new opportunity from the British Association of Sport and Exercise Medicine (BASEM). EIM task force members will provide commentary on the EIM initiative and reinforce the importance of physical activity to health in each bi-monthly issue of the British

Journal of Sports Medicine (BJSM), BASEM's official peer-reviewed journal for health professionals and researchers in sport and exercise medicine.

Two EIM task force members were featured in the January 2009 issue of BJSM. Steven N. Blair, P.E.D., FACSM, and Robert E. Sallis, M.D.,

FACSM, wrote pieces on research promoting the importance of physical activity and integrating exercise prescription to the health care system. To read the full articles, visit www.exerciseismedicine.org.

Become a Network Member



Exercise is Medicine™ is grateful to have the support of more than 150 organizations as EIM Network Members. Network members agree to support EIM's principles and take 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.

EIM Network
Member &
www.ExerciseIsMedicine.org

Take Action: Send a Message About Prevention

In a letter to a large list of American media, Robert Sallis, M.D., FACSM, clarified that prevention means more than expensive diagnostic tests and should include a healthy dose of physical activity. Sallis wrote in his capacity as a practicing physician and as chair of the Exercise is Medicine™ Task Force.

Make your voice heard in support of physical activity and healthy lifestyles. Adapt this op-ed piece to your local media outlets; use the wide array of resources at www.exerciseismedicine.org; or simply tell your patients, clients and friends that physical activity, combined with proper nutrition, is essential for good health.

Visit www.acsm.org/news to download the letter. Need help contacting local media? Go to www.exerciseismedicine.org/action.htm to obtain *EIM's Action and Promotion Guide*, which provides tips and tools for working with the media.

