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The Newsletter

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

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Exercise is Medicine® World Congress a Success

ACSM hosted the Inaugural World Congress for Exercise is Medicine in Baltimore from June 1-5, in conjunction with the 57th Annual ACSM Annual Meeting. Delegates from around the world convened to learn about the Exercise is Medicine program and consider ways to make it a truly global initiative. This unique international forum addressed the science, practice, public health and policy aspects of physical activity and the impact it has on disease prevention and health promotion. World Congress events included a community walk led by U.S. Surgeon General Regina Benjamin, M.D., M.B.A., a performance by the Kangaroo Kids, and the global launch of Exercise is Medicine.

The World Congress reflected the global progress that Exercise is Medicine has achieved with its initiative program. Through the diligent work of our members and supporting organizations, Exercise is Medicine now has

a global presence in countries such as Italy, Australia, Columbia, Costa Rica and Mexico.

The World Congress was a great success. However, this worldwide reach would not be possible without our corporate partners. Their support allows us to spread the message to the public and consumers. Like individuals and organizations that support Exercise is Medicine, the program's corporate partners are dedicated to improving wellness and quality of life through physical activity and healthy behaviors. Exercise is Medicine is expanding across all sectors while maintaining the integrity of the program's evidence-based exercise recommendations.

We hope to see you next year at the 2nd Annual World Congress for Exercise is Medicine, which will be held in Denver, CO from May 31 to June 4, 2011.

Call for World Congress 2011 Abstracts

The ACSM Program Committee is accepting scientific and clinical case abstract submissions in categories ranging from science to practice to policy for the second World Congress on Exercise is Medicine and 58th ACSM Annual Meeting, scheduled for May 31-June 4, 2011, in Denver, Colorado.

In addition to 11 other topical categories, the Exercise is Medicine category examines the effect of exercise (or physical activity) on the prevention and treatment of disease, as well as other health benefits such as lowering mortality rates.

Submission details and the submission site can be found [here](#). The submission deadline is Nov. 1, 2010. Please contact the ACSM Education Department at lcooper@acsm.org with questions.



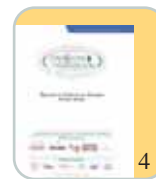
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Letter from Exercise is Medicine Chair Robert Sallis, M.D., FACSM



I've been a physician for more than 20 years, and I've seen a lot of patients. I can tell you first-hand, people who exercise are healthier. They are less prone to illness and less affected by stress and generally do seem to be happier.

We all know exercise is not a magic bullet. It doesn't guarantee you won't get cancer or have high blood pressure. But research clearly shows exercise helps treat and prevent many chronic diseases including diabetes, heart disease, cancer and hypertension.

Today, too much focus is on obesity and finding ways to get patients to lose weight. Instead, we should focus on exercise for overall, life-long health. Other benefits such as weight loss, better circulation, increased strength and improved agility will certainly follow. I know – I have seen it in my patients and in myself.

I assess my patients' exercise habits at every appointment and treat it like a "vital sign." There is no better indicator of patient's health and longevity than how many minutes per week they exercise. When necessary, I write prescriptions for physical activity for my patients. I recommend a minimum of 30 minutes of moderate physical activity, five days a week. And if patients need to be monitored, I refer them to a certified fitness professional.

Of all the measures that can be taken to prevent illness and disease, exercise is by far the most worthwhile. Whether you're sick or healthy, young or old, fit or not, exercise makes you feel better – almost immediately! The trick is to sustain a fitness regimen. Help is out there. Support is available. Whatever it takes, just get moving!

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

The following mayors, governors and leaders answered the call and proclaimed May 2010 as Exercise is Medicine Month in these communities:

- West Virginia
- Vermont
- Oregon
- Washington
- Tennessee
- Connecticut
- New Hampshire
- Texas
- Indiana
- Maine
- Nevada
- California
- New York
- North Dakota
- New Jersey
- Kansas
- Maryland
- Virginia
- Maryville, IN
- Roanoke, VA
- San Diego, CA
- Starkville, MS
- Fort Wayne, IN
- Aspen, CO
- Wichita, KS
- Columbus State University
- Mississippi State
- Fox Army Health Center, Redstone Arsenal, Alabama

May 2010 A Very Active Exercise is Medicine Month



May 2010 marked the third annual Exercise is Medicine Month, a month which celebrates and recognizes the valuable health benefits of physical activity. As in previous years, many individuals and organizations asked their elected officials to proclaim May as Exercise is Medicine Month in their cities, states and communities. This year, more than 30 proclamations were made, informing communities across the U.S. about the importance of physical activity in preventing and treating chronic disease.

This year, many communities added Exercise is Medicine Month events – ranging from community

walks to an Exercise is Medicine conference – to encourage people to get involved and be active. To support these efforts, ACSM developed a biweekly e-mail series for health care providers, fitness professionals and the public to offer helpful tips, ideas, resources, motivation and instruction about Exercise is Medicine and physical activity. There were ideas on how to get active during the month of May and staying active all year. To read the email series, please visit our website,

www.exerciseismedicine.org/makeithappen.htm



Exercise is Medicine gains worldwide attention through a variety of means, including media coverage. Many news organizations have reported on Exercise is Medicine and its goals, principles and achievements. Recent coverage includes:

- 8/11/10 [Forbes](#)
- 8/10/10 [Telegraph](#)
- 8/4/10 [Los Angeles Times](#)
- 7/29/10 [Club Industry](#)
- 7/29/10 [News Review](#)
- 6/8/10 [Express Night Out](#)
- 5/18/10 [The Wall Street Journal](#)
- 5/10/10 [WTHR Indianapolis](#)
- 5/5/10 [The New York Times](#)
- 5/4/10 [Canal 11 Mexico](#)
- 4/30/10 [ACSM](#)
- 4/26/10 [ESPN](#)

For more examples of Exercise is Medicine in the news, [click here](#).

United Health Foundation Joins Exercise is Medicine



Exercise is Medicine is pleased to announce United Health Foundation as a Global Partner of Exercise is Medicine, adding strength to the growing global initiative.

Beyond offering resources to develop and spread the message, the Foundation's endorsement of Exercise is Medicine underscores the strategic value of the corporate and organizational partnerships that support the initiative's growth.

"Clinically meaningful assessment of exercise and physical activity patterns of behavior and therapeutic requirements have become essential skills for the modern physician," said Dr. Reed Tuckson, M.D., board member of United Health Foundation and chief of medical affairs for United Health Group. "We are pleased to support ACSM and Exercise is Medicine, and their collaborations with physicians in other disciplines, to enhance these competencies that are so critical to promoting the health of the American people."

Exercise is Medicine welcomes United Health Foundation and thanks them for supporting and enhancing the initiative.

Technogym A Global Partner of Exercise is Medicine

ACSM and Exercise is Medicine were pleased to welcome Technogym as a Global Partner of the Exercise is Medicine initiative this summer.

Technogym, based in Italy and founded in 1983, is a world leader in the design of fitness equipment for fitness facilities, hotels, spas, rehabilitation centers, corporate gyms, universities, professional sports facilities, private homes and more. Technogym equipment is used by more than 15 million people worldwide in more than 50,000 fitness facilities and 20,000 homes. Technogym's innovations in fitness equipment support and promote healthy lifestyle choices and their proven quality and durability makes them the number one choice for professional sports

teams worldwide. Technogym also promotes a healthy quality of life through physical activity education. The company's philosophy is a deep commitment to the concepts of wellness, innovation and social responsibility.

Exercise is Medicine is delighted to have Technogym's support of our initiative, and we look forward to many collaborative efforts in the future.



Fabrizio Cecchinelli (left) and Silvano Zanuso, Ph.D. (right) of Technogym, join ACSM's Jim Whitehead at the global launch of Exercise is Medicine.

Surgeon General Calls Organizations to Join Exercise is Medicine



U.S. Surgeon General, Regina Benjamin and Bob Sallis at the World Congress on Exercise is Medicine

In a recent commentary for Medscape, an online resource for health care providers, U.S. Surgeon General Regina Benjamin, M.D., M.B.A., discussed The Surgeon General's Vision for a Healthy and Fit Nation 2010 and how Exercise is Medicine® plays a key role in her vision. Dr. Benjamin discusses the importance of physical activity as an integral part of health and well-being and calls on many partners to take action against the inactivity epidemic.

"[...] I am asking health care organizations across this country to join the Exercise is Medicine initiative," said Dr. Benjamin. "Exercise is Medicine strives to provide the essential connection between clinicians,

fitness professionals and the public, so that everyone can receive the guidance they need to stay healthy and active."

To read Dr. Benjamin's full commentary, or view the video, please visit the Medscape website at <http://www.medscape.com/viewarticle/723325>. You can also learn more about the Exercise is Medicine initiative at www.exerciseismedicine.org.

Exercise is Medicine Invited to Coca-Cola's Family Track Walks

This summer, Coca-Cola, Founding Partner of Exercise is Medicine, held a series of NASCAR Family Track Walks at racetracks across the country. At each event, thousands of community members and race fans participated in a day of active family fun, including walks around the track with NASCAR drivers and team members.

Exercise is Medicine joined in on the fun. ACSM Fellows Dr. Edmund Acevedo, Ph.D. and Dr. J. Timothy

Lightfoot, Ph.D. attended the events and spoke to fans in Charlotte, NC and Richmond, VA respectively. Dr. Amanda Salacinski, Ph.D. stopped by the event in Chicago and threw Exercise is Medicine t-shirts to the crowd. At these events, ACSM members spoke to community members and race fans about Exercise is Medicine and the importance of being active every day.



Amanda Salacinski tosses an Exercise is Medicine shirt to the crowd in Chicago



EIM Flier Series Provides Tips for Exercising with Health Conditions

Exercise is Medicine is proud to announce the full release of the "Your Prescription

for Health" series, a collection of fliers providing information and recommendations for exercising safely with the 40 most common chronic health conditions, including arthritis, multiple sclerosis and diabetes. The one-page handouts, reviewed by leading health experts, are highlighted as supplemental material in all Exercise is Medicine action guides.

Exercise is Medicine encourages health care providers and fitness professionals to recommend the fliers to patients or clients during visits. Visit <http://www.exerciseismedicine.org/YourPrescription.htm> to download the Your Prescription for Health series.



Physician's Advice Key to Lifestyle Change

Research has proven that exercise helps prevent chronic conditions and decrease mortality rates. Physicians play a crucial role in presenting this information to their patients. Exercise is Medicine encourages physicians and healthcare professionals to discuss exercise with their patients. Sometimes it takes a couple times to learn how important exercise really is to your health.

Jorge Angulo was 360 pounds with 46 percent body fat when he was diagnosed with a gallbladder

stone. His physician suggested diet and exercise as one of his prescriptions.

"I did it for about fifteen days. After that, life continued as usual – smoking, drinking and overeating" said Angulo. One year later, doctors found four more kidney stones in his body. "A surgery that typically takes 15 minutes lasted four hours due to the fact that there were about seven inches of fat between my skin and gallbladder," said Angulo.

Today, Jorge is taking his physician's prescription seriously. He's given up smoking, and he's started exercising. He is now 220 pounds with 17 percent body fat. Jorge says, "Diet and exercise have been the keys to change my life."

To read Jorge Angulo's full story, please visit www.exerciseismedicine.org.

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 e-newsletter or appear on the Exercise is Medicine website.



New EIM on Campus Action Guide Provides How-to Guide for Campuses Across the Country



Exercise is Medicine is pleased to announce the release of the *Exercise is Medicine on Campus Action Guide*. This step by step guide offers tips, tools and support for setting up Exercise is Medicine on any campus. Just in time for

back to school, here's a great way to get involved and get your campus moving and healthy. It's free to

download and includes great examples of ways other colleges and universities have been involved. The start of a healthy school year is just a click away.

Highlights include:

- Strategies for forming the Exercise is Medicine team on your campus
- Important campus resources that can be a great asset to the program
- Examples from other colleges and universities across the country that have already begun to implement Exercise is Medicine on their campus.

With the start of the school year, this is the perfect time to help make your campus a healthy one. Visit www.exerciseismedicine.org/campus.htm to download the free action guide and get started today.

Meet the Exercise is Medicine Task Force

The Exercise is Medicine Task Force comprises members nominated by the American College of Sports Medicine. ACSM is grateful for the Task Force's commitment to furthering the Exercise is Medicine initiative and is especially appreciative of Dr. Robert Sallis' vision and enthusiasm in creating the program. The Task Force serves as the guiding body of Exercise is Medicine as the initiative grows and moves forward.

Visit www.exerciseismedicine.org/taskforce.htm to meet the members of the Exercise is Medicine Task Force.

Become A Fan of EIM!



Become a fan of Exercise is Medicine on Facebook! Get the latest news and multimedia from the initiative and connect with other EIM supporters. [Click here](#) to access the EIM fan page (you may be prompted to log in to Facebook). Not on Facebook? It's easy to join – just visit Facebook.com and sign up with basic contact information.

Take Action: Write to Your Local Newspaper About the Prescription for Healthy Lifestyles

Easily reach thousands in your community and reinforce the crucial role of physical activity in health care reform by submitting a letter to your local newspaper editor. Visit www.exerciseismedicine.org to download a sample, modifiable letter to the editor.



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