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The Newsletter

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

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Internationally Renowned Exercise Physiologist to Speak at World Congress



Exercise is Medicine is pleased to announce Bengt Saltin, M.D., Ph.D., as the opening keynote speaker for the inaugural World Congress on Exercise is Medicine on Tuesday, June 1, 2010. Saltin's talk, "Exercise—Why Does It Work?," will focus on the physiological benefits of physical activity.

Held June 1-5, 2010, in Baltimore, the inaugural World Congress on Exercise is Medicine will be a unique international forum that addresses the science,



Copenhagen, has more than 40 years of cardiovascular research and teaching experience. Among his many honors, Saltin received the International Organizing Committee 2002 Olympic Prize, citation and honor awards from the American College of Sports Medicine, and honors from several American and European universities. His research has been instrumental in

practice, public health, and policy aspects of the impact physical activity has on disease prevention and health promotion.

Saltin, professor and director of the Copenhagen Muscle Research Centre at the University of

expanding the knowledge base surrounding maximal oxygen uptake, effects of fluid loss on circulation, and high-altitude athletic competition.

Please join us for this special event during the inaugural World Congress. Visit www.exerciseismedicine.org/worldcongress.htm to register, view the online preview program and learn more.

Registration for the American College of Sports Medicine's Annual Meeting (June 1-5 in Baltimore) allows you to attend all sessions at the World Congress. Register by March 3, 2010, for the best discount. If you have questions about registration, please call (317) 637-9200, ext. 141, or e-mail meeting@acsm.org.



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™ On Campus Promoting physical activity and its health benefits at universities



Exercise is Medicine™ Highlighted Nationally American Dietetic Association and ACSM present workshop



Tell Us Your Story Airmen hold run to honor and remember September 11

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



As we bring in 2010, the Exercise is Medicine Task Force is gearing up for a monumental and exciting year of growth for the initiative. With the inaugural World Congress on Exercise is Medicine comes the globalization of the initiative, bringing the principles and resources of Exercise is Medicine into countries around the world. Unfortunately,

physical inactivity is a global problem. The World Congress will bring together international representatives to discuss this common theme: the impact physical activity has on disease prevention and health promotion. We hope those who attend the World Congress will be able to translate the principles of Exercise is Medicine into everyday practice by physicians, fitness professionals, and other health care providers abroad.

Exercise is Medicine has also gained an international presence through meetings with public health officials in China, partnership opportunities with

sports medicine organizations in Australia, Italy and South Africa, and exercise counseling seminars in the United Kingdom.

I urge you to take part in this historic event! Don't miss out on the opportunity to enhance the globalization of Exercise is Medicine.

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



Exercise is Medicine gains national and international 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:

- 01/05/10 [Wall Street Journal](#)
- 12/08/09 [Runner's World](#)
- 12/04/09 [CBS News](#)
- 11/13/09 [MSN Health & Fitness](#)
- 11/09/09 [Stand Up and Eat \(Cooper Institute blog\)](#)
- 11/01/09 [ACSM's Health & Fitness Journal®](#)
- 11/01/09 [PARADE magazine](#)
- 10/25/09 [Examiner.com](#)
- 10/19/09 [Get Active! magazine \(IHRSA\)](#)
- 10/01/09 [Family Circle magazine](#)

To view more samples of Exercise is Medicine in the news, [click here](#).

Exercise is Medicine On Campus is Coast to Coast



Representatives from Mississippi State University worked together to bring Exercise is Medicine to campus, engaging students and staff to participate in physical activity. From left to right: Laura Walling, director of recreational sports administration; Bob Collins, M.D., director of university health services; Joyce Yates, Ed.D., director of health education and wellness; Stan Brown, Ph.D., chairman of kinesiology department.

Exercise is Medicine (EIM) On Campus is a call to action asking educational institutions around the country to make a commitment supporting EIM and the benefits of physical activity. EIM On Campus was launched at Chatham University (Pittsburgh, Penn.) on May 8, 2009.

EIM On Campus provides universities an opportunity to learn what other institutions are doing to promote physical activity and its health benefits on their campuses. The program also opens a dialogue between universities and public health officials on lifelong physical activity. EIM On Campus encourages including the health benefits of physical activity as a part of campus life.

Students, faculty, university officials and community leaders came together on Sept. 9 to establish EIM On Campus at Mississippi State University (MSU). The university, located in Starkville, Miss., hosted a one-day event featuring a morning bike ride, question-and-answer session and luncheon.

American College of Sports Medicine (ACSM) President James Pivarnik, Ph.D., FACSM, and EIM Vice President Adrian Hutber, Ph.D., spoke on behalf of the initiative, showcasing ACSM's commitment to physical activity and reinforcing the EIM call to action for health and fitness professionals and community leaders across the country.

As part of EIM On Campus, MSU campus physicians and nurse practitioners will be prescribing exercise to faculty, staff and student patients by referring them to the fitness center, where they will be

evaluated and given a personal exercise program. Patients' exercise habits will be tracked in the same manner as other medical treatments.

"Though we have all of the tools necessary for our students and faculty to get active, Exercise is Medicine really brings it all together," said Joyce Yates, Ed.D., health education and wellness director of the MSU Longest Student Health Center. "The exercise prescription is the missing piece that helps get the ball rolling."



Lewis & Clark Community College (Godfrey, Ill.), works to promote physical activity on campus with special community promotions and exercise-related degree programs. The college also offers progressive yoga, Yogalates and a new weight room. Click on the video above to watch Fitness Forum, a weekly fitness show at Lewis & Clark.

Interested in Exercise is Medicine On Campus? Visit www.exerciseismedicine.org/campus.htm to learn more and sign up.

Exercise is Medicine On the Fly expert featured on HealthRadio



[Exercise is Medicine](#)

[On the Fly](#), a program presented by the

American College of Sports Medicine Task Force on Healthy Air Travel, was featured on the sports medicine and fitness show for HealthRadio. Christopher Berger, Ph.D., CSCS, chairman of the Task Force, spoke to host Melanie Cole, M.S., an ACSM-certified fitness professional, about exercising during trips and provided listeners with tips for staying healthy while flying.

Exercise is Medicine On the Fly works to build awareness for the value of walking as a viable form of exercise and physical activity in airport terminals around the world. The program presents airline passengers and workers with easy-to-implement, on-site guidance and collateral materials to encourage immediate physical activity.

To listen to the archived show and learn more about Exercise is Medicine On the Fly, visit www.exerciseismedicine.org/onthefly.htm.

Take advantage of EIM resources for a healthy new year

As January's calendar starts to fill up, your health-related New Year's resolutions may have taken a back seat. Use resources provided by Exercise is Medicine to make a positive change in 2010:

- [My Exercise Plan](#): assessment tools and tips for creating an effective exercise plan
- [Keys to Exercise video series](#): tips and best practices for a healthier, more effective workout
- [Your Prescription for Health flier series](#): information and recommendations for exercising safely with a variety of health conditions
- [Note to Health Care Providers](#): a letter to bring to your next annual checkup or scheduled visit promoting the importance of physical activity and exercise prescriptions

For more helpful resources, visit www.exerciseismedicine.org.

American Dietetic Association Highlights EIM at National Conference



Representatives for Exercise is Medicine answered questions about the initiative at the exhibit booth of founding partner Coca-Cola.

As part of Exercise is Medicine's strategic goal to educate allied health professionals how to give appropriate advice on physical activity, representatives from the [American Dietetic Association](#) (ADA) and the [American College of Sports Medicine](#) (ACSM) collaborated

to present a one-day workshop at the ADA's Food &

Nutrition Conference & Expo on October 17 in Denver. The sold-out workshop focused on helping clients achieve the proper balance of nutrition and physical activity. ACSM representatives included Ed Howley, Ph.D., FACSM; Adrian Hutber, Ph.D., vice president of Exercise is Medicine, and Richard Cotton, M.A., national director of certification for ACSM, who spoke about the initiative and the role of dietitians in promoting physical activity.

Exercise is Medicine founding partner Coca-Cola also highlighted the initiative with the opportunity to provide handouts and resources on the benefits of physical activity through presence at its exposition booth.

ACSM President to Carry Olympic Torch, Represent EIM Founding Partner Coca-Cola



James Pivarnik, Ph.D., FACSM, spends most of his days in the classroom, in the exercise science lab, or fulfilling his duties as research integrity officer at Michigan State University. But the

current President of the American College of Sports Medicine (ACSM) will take on a different role in January—that of Torchbearer in the Vancouver 2010 Olympic Torch Relay.

EIM was afforded the opportunity to nominate Pivarnik by Coca-Cola's "Live Positively" program, which

encourages healthy, active lifestyles for all people and affords EIM valuable outreach opportunities – such as this Olympic Torchbearer program.

"This experience is an honor—and something I never expected to do in my career," Pivarnik said. "I hope ACSM can use this opportunity to spread the word about physical activity and how important exercise is to a well-rounded, healthy life."

Read more about Pivarnik's involvement with the Vancouver 2010 Olympic Torch Relay at www.livepositively.com.

HHS Blog Stimulates Dialogue, Provides Forum for Health Professionals



Health professionals and physical activity advocates now have the opportunity to share, learn and engage with a new blog from the U.S.

Department of Health and Human Services Office of Disease Prevention and Health Promotion. The *Be Active Your Way* blog provides an online discussion forum to connect professionals working to encourage Americans to get the physical activity they need, based on the [Physical Activity Guidelines for Americans](#).

A group of contributing bloggers from a variety of leading organizations share successes, lessons learned and best practices. Contributing bloggers include James Pivarnik, Ph.D., FACSM, President of the American College of Sports Medicine, and Russell Pate, Ph.D., FACSM, chair of the National Physical Activity Plan coordinating committee.

The blog also offers news on the latest developments on the topic of physical activity outreach and promotion. Comments are encouraged!

Visit www.health.gov/paguidelines/blog to follow the *Be Active Your Way* blog.



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.

PARADE magazine highlights principles of Exercise is Medicine initiative



An [article](#) in the Sunday, November 1 issue of *PARADE* magazine focused on the benefits of physical activity, citing the Exercise is Medicine initiative and its spokeswoman, [Pamela](#)

[Peeke, M.D., MPH](#). In accordance with Exercise is Medicine, the article emphasized the positive influence of written exercise prescriptions, in contrast to verbal advice by a physician.

"That piece of paper symbolizes that physical activity is no longer a casual side story but is serious business in a person's life," said Peeke.

The magazine, with a readership of 72 million, is distributed by more than 470 Sunday newspapers including the *Boston Globe*, *Chicago Tribune*, *The Los Angeles Times* and *The Washington Post*.

EIM-based Exercise Prescription Book Receives Positive Review



ACSM's Exercise is Medicine™: A Clinician's Guide to Exercise Prescription, a comprehensive resource for health care providers on exercise prescription and counseling, recently received a positive review from the Doody's Book

Review service with a three-star rating and score of 85.

In the book, authors Steven Jonas, M.D., MPH, M.S., and Edward M. Phillips, M.D., explain 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, published by the American College of Sports Medicine, also includes in-depth discussions of both the lifestyle approach to exercising regularly and the structured exercise approach.

To read the full review, [click here](#). ACSM members may also access the article and other reviews through [ACSM InfoSearch](#). [Click here](#) to purchase *ACSM's Exercise is Medicine™: A Clinician's Guide to Exercise Prescription*.

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.



From Afghanistan: Airman Remembers 9/11, Eight Years Later

Exercise is Medicine regularly touts the many cardiovascular, pulmonary and metabolic benefits of physical activity. However, exercise also benefits the mind. Research shows that regular physical activity is good therapy for both depression and anxiety, and it can help improve your mood and reduce your perception of stress.

No group understands and appreciates these benefits better than members of the Armed Forces. Air Force Chief Master Sgt. Jerry S. Shelton, Jr., and the 755th Air Force Expeditionary Group honor and

remember September 11, along with other Airmen, at Bagram Airfield, Afghanistan, each year with the Patriot's Day 9.11-Kilometer Run. Organized races such as this promote and encourage a culture of fitness within the Armed Forces.

"Staying focused on our commitment to service, remembering our fallen heroes and their loved ones who have sacrificed so much and demonstrating a commitment to fitness improves our readiness and allows us to serve as an example for others," said Chief Shelton.

Events promoting fitness, like the Patriot's Day 9.11-Kilometer Run, prepare members of the Armed Forces both physically and mentally for the challenges they face each day.

"I've met cancer survivors, those who had struggled with obesity, those who strive to improve their fitness level, and even those who remain active despite loss of limb," said Chief Shelton. "Each story is one of varying degrees of personal courage, triumph, and perseverance, and I'll surround myself with people like that every chance I can.

To read Chief Shelton's full story, please visit www.exerciseismedicine.org or [click here](#).



Airmen come to the finish of the Patriot's Day 9.11-Kilometer Run, held each year to honor fallen comrades in the wars in Iraq and Afghanistan, as well as those killed in the September 11 terrorist attacks. (U.S. Army photo/Capt. Michael Greenberger)

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 on the EIM Web site.

New Toolkit Provides Exercise Prescription How-to Guide and Resources for Nurses



In partnership with the [Preventive Cardiovascular Nurses Association](#) (PCNA), Exercise is Medicine is proud to announce the release of the [Nurses' Action Guide](#). This new toolkit provides nurses, nurse practitioners and other allied health care professionals with a simple, fast and effective resource for helping patients incorporate physical activity into their lifestyle.

Highlights of the Nurses' Action Guide include:

- Prescription & Referral Process, the core of the toolkit explaining how to determine if a patient is healthy enough for independent exercise, and guidance on providing him/her with exercise counseling or referring to a certified health and fitness professional
- Exercise Prescription & Referral Form, a practical component for use during patient office visits
- Physical Activity Readiness Questionnaire, a preparticipation screening tool
- Physical Activity Clearance Form, authorization

from the health care provider for independent exercise or additional exercise counseling

- Starting an Exercise Program Patient Handout, clear-cut recommendations for meeting physical activity guidelines
- Your Prescription for Health Series, information and recommendations for exercising safely with a variety of health conditions

Visit www.exerciseismedicine.org/nurses.htm to learn more and download the *Nurses' Action Guide*.

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.

