



A Global Initiative of the American College of Sports Medicine
401 W. Michigan Street Indianapolis, Indiana 46202
317.637.9200 www.acsm.org

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

Founding Partners:



Advocate Partners:



The most
powerful
step in
medicine
has your
name
written all
over it.



Exercise is Medicine™



Some call it a no-brainer. Others, a magic bullet. The fact is, groundbreaking research has proved that exercise, at the correct intensity and duration, not only improves the quality of life - it decreases the incidence of disease, chronic health conditions and obesity.

At a time when our nation faces an alarming health crisis, the American College of Sports Medicine and the American Medical Association launched the Exercise is Medicine™ program and, with the support of many other prestigious organizations, invite you to be a part of history.



A Health Care Call to Action

Join us as we embark on a nationwide campaign to initiate a dialogue between physicians and every American. Our mission is to make sure that exercise is front and center in every discussion on disease prevention, health and wellness.



Regular physical activity at the correct intensity:

- Significantly improves overall health
- Reduces the risk of heart disease by 40%
- Lowers the risk of stroke by 27%
- Reduces the incidence of high blood pressure, by almost 50%
- Reduces the incidence of diabetes by almost 50%.
- Can reduce mortality and the risk of recurrent breast cancer by almost 50%
- Can lower the risk of colon cancer by over 60%
- Can reduce the risk of developing of Alzheimer's disease by one-third
- Can decrease depression as effectively as medications or behavioral therapy

Exercise is medicine. And that's good news for every segment of our nation, seniors to children. Our goal is to gain a commitment of focus and funds in four areas:

Policy and Coalition Building: Benefit reimbursements and legislation initiatives.

Physician Tools and Training: Education initiatives to be used in medical schools and doctors' offices.

Patient Advocacy: Supported by partnerships with national health organizations.



Science and Evidence: Research initiatives to study patient adherence and efficacy.

Our Message to Consumers

"If there was one single thing you could do to dramatically improve your health, there is no doubt that it would be exercise," says Robert



Sallis, M.D., 2007-2008 President of the American College of Sports Medicine and current chair of the Exercise is Medicine™ Task Force. "Regular physical activity, at the correct intensity, is so powerful in maintaining and improving health that it should be prescribed, just as a medicine or drug would be."

For more information, contact:
Adrian Hutber, Ph.D.
Vice President, Exercise is Medicine™
American College of Sports Medicine
317.637.9200, ext. 150
ahutber@acsm.org

A Partnership of Health and Wellness

The Exercise is Medicine™ initiative includes support from the American Heart Association and the American Academy of Family Physicians.



ROBERT E. SALLIS, M.D.
 3200 Century Park East, Ste. 207, Los Angeles, CA 90076 · P: (678) 289-9447 F: (678) 277-3452

NAME Andrew Patrick DATE 4/18/2008
 ADDRESS 233 Ardin Ave. Los Angeles, CA 90048

Rx

Exercise
Exercise
Exercise

REPEAT 20 TIMES

GENERIC SUBSTITUTE O.K. UNLESS CHECKED HERE _____ *Robert Sallis* M.D.

Your Prescription for Health