

# EIM Canada



Dr. Jonathon Fowles

**National Center Director**

Jonathon R. Fowles, PhD

**Affiliation**

Acadia University

**National Center Manager**

Ms. Samantha Burrelle

**Affiliation**

Wilfrid Laurier University

**Temporary Host Institution – Acadia University**

Founded in 1838, Acadia University is one of the oldest and most respected liberal arts universities in Canada. Located just a one-hour drive from Halifax, Nova Scotia and its international airport, Acadia is an integral part of the quintessential college town of Wolfville, overlooking the Annapolis Valley and the Bay of Fundy. The mission of Acadia University is to provide a personalized and rigorous liberal education; promote a robust and respectful scholarly community; and inspire a diversity of students to become critical thinkers, lifelong learners, engaged citizens, and responsible global leaders.



**National Center Advisory Board**

**Affiliation**

Jonathon R. Fowles, PhD

- Professor, Department of Kinesiology; Chair, Centre of Lifestyle Studies, Acadia University

Tatiana Jevremovic, MD, CCFP (EM)(SEM)

- Associate Professor, Department of Family Medicine, Schulich School of Medicine and Dentistry,
- College of Family Physicians of Canada (CFPC)

Victor Lun, MD, CCFP (SEM)

- Sports Medicine Physician & Clinical Assistant Professor, Department of Family Medicine, University of Calgary
- Canadian Academy of Sport & Exercise Medicine (CASEM)

Adam Upshaw, PhD, MEd, MSc, CSEP-CEP

- Professor of Exercise Science, Niagara College
- Chair, Canadian Society for Exercise Physiology (CSEP)

Kristin Campbell, PhD, PT

- Associate Professor & Director of Clinical Exercise Physiology Laboratory, University of British Columbia
- Canadian Physiotherapy Association (CPA)

Scott Howitt, DC

- Director, Sports Medicine Performance Centres
- Associate Professor, Canadian Memorial Chiropractic College
- Canadian Chiropractic Association (CCA) / Royal College of Chiropractic Sport Sciences (RCCSS)

Nicole Culos-Reed, PhD

- Professor, Health & Exercise Psychology, Faculty of Kinesiology; Adjunct Professor, Department of Oncology, University of Calgary

Chris Shields, PhD	<ul style="list-style-type: none"> <li>• Professor, School of Kinesiology, Acadia University</li> <li>• Past President, Canadian Society for Psychomotor Learning in Sport &amp; Exercise Psychology (SCAPPS)</li> </ul>
Taniya Nagpal, PhD	<ul style="list-style-type: none"> <li>• Post-Doctoral Fellow, Adamo Lab, Ottawa University</li> <li>• EIM On Campus student representative</li> </ul>
Jennifer Bugera, RN	<ul style="list-style-type: none"> <li>• Primary Care Team, St. James Town Health Centre</li> <li>• Department of Family and Community Medicine, St. Michaels Hospital (Toronto)</li> <li>• Canadian Family Practice Nurses Association (CFPNA)</li> </ul>
Sue Boreskie, MPE	<ul style="list-style-type: none"> <li>• Clinical Exercise Professional</li> <li>• CEO, RehFit Centre Winnipeg</li> </ul>
Hardip Jhah, BKin	<ul style="list-style-type: none"> <li>• Director, of Kinexions Health Inc.</li> <li>• Vice President, Canadian Kinesiology Alliance (CKA)</li> </ul>

## 2021 Goals

- Pursue new Governance Structure under Not-for-Profit status
- Build collaborations between professional associations and professionals with launch of a new Professional Network
- Promote awareness of EIM mission and activities through increased communication and information sharing between organizations and professionals, an updated website, and an engaged social media strategy
- Build credibility through development of position stands and participation in research projects examining the effectiveness of EIM education, integration of PAVS into EMRs, models of physician-prescribed exercise interventions, and exercise referral schemes
- Enhance advocacy to reach more decision makers at regional, provincial, and federal levels
- Support strategies to integrate EIM content into medical education curriculum and by offering continuing medical education workshops, seminars, and presentations to a broad spectrum of health care providers and exercise professionals
- Promote recognition of exercise professionals through advocacy and support of standards for exercise and fitness professionals
- Expand exercise prescription and referral of patients to clinical and community-based exercise professionals, places, and programs
- Gather and disseminate key resources for exercise in chronic disease; promoting materials developed by respective chronic disease organizations and developing EIMC fact sheets or tools where needed to fill in gaps of knowledge
- Continue to grow and support our EIMC on Campus groups as front-line workers promoting and delivering EIM in Canada
- Secure sustainability by engaging current and new partners to support ongoing operations

## Accomplishments to Date

- Officially established the EIM Canada National Center in 2010
- Delivered 18 different workshops to more than 375 healthcare providers (2018). Hosted another 10 trainings for 250 providers in 2019 and 2 for 50 providers in 2020. Trained 2000+ health care providers

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Canada**

- More than 500 individuals in EIM Exercise Professional Network Published several articles and research presentations on the outcomes of our EIMC workshops
  - Served on the National Physical Activity report card for adults, as well as on national and provincial physical activity frameworks Presented more than 30 clinical rounds and symposia at conferences to more than 4000 health care professionals, including the Family Medicine Forum, Primary Medicine Conference (largest MD conference in Canada), the annual meetings of the Canadian Academy of Sport and Exercise Medicine and Canadian Chiropractic Association and the Canadian Society for Exercise Physiology
  - Hosted a 'Think Tank' on Exercise Prescription and Referral engaging leaders in the field to develop national strategies to integrate EIM into Health care and in communities.
  - Proposed a provincial initiative identified by the Nova Scotia Health Authority as one of the top 20 innovations in health care in the province. This led to a EIM Solution pilot study that was supported by the Health Authority, and endorsed by the provincial Doctor's Association, in which local health care providers refer patients to community exercise programs delivered by clinical exercise physiologists.
  - Made significant inroads in advocacy with a presence for exercise prescription in health care in the national physical activity strategy 'Lets Get Moving'
  - Developed an EIM Oncology focused workshop and collaborated on Exercise and Cancer Care workshops and dissemination for Exercise Professionals
  - Developed a working group on Medical Education Curriculum to standardized approaches to develop medical curriculum for professionals schools and continuing medical education
  - Established EIM on Campus at 45 universities and colleges with an annual EIM On Campus national student conference
  - Expanded social media presence to >3200 Twitter followers, >3000 FB likes and >300 followers on Instagram
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