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EIM Leadership Update - Dr. Steven Blair, P.E.D., FACSM

As healthcare continues to evolve and the realization of physical activity's role in preventative medicine becomes more apparent, the call for physical activity education integration into medical school curricula is garnishing much attention. Recently, Dr. Steven Blair, a member of the EIM Advisory Board and EIM Science Committee engaged in multiple presentations on physical activity and its role in medical school curricula. Earlier in February, Dr. Blair presented the Grand Rounds for the Florida State University Medical School and later discussed with faculty members the integration of greater physical activity education into their school curricula for their medical students. In early April, Dr. Blair spoke to the European Atherosclerosis Society on the importance of physical activity in medical care, further presenting the case for the much needed integration of physical activity within healthcare.

Dr. Blair is professor in the departments of exercise science and epidemiology and biostatistics at the Arnold School of Public Health, University of South Carolina. Dr. Blair is a past president of the American College of Sports Medicine (ACSM), National Coalition for Promoting Physical Activity, and the American Academy of Kinesiology and Physical Education as well as a member of the Exercise is Medicine Science Committee and Advisory Board. To read more about Dr. Blair, visit our website where you can meet the entire EIM Advisory Board.



Attention Exercise Professionals: Are you EIM Credentialed?

As healthcare continues to change and evolve, the advent of population health management and the increased demand for better intervention strategies has created a unique opportunity for today's exercise and health fitness professional. The Exercise is Medicine (EIM) Credential creates an opportunity for exercise professionals to work more closely with the medical community,

preparing them to work with chronic disease (i.e., obesity, heart disease, Type II Diabetes).

To learn more on how you or an exercise professional you know can get the EIM Credential, please visit our [website](#) and get signed up today!

Healthcare is changing. Will you be ready?



EIM in the News

"Exercise largely absent from US medical school curriculum, study shows" - Via: EurekAlert!

In a recent article from Oregon State University, seen in EurekAlert!, it was reported that physicians in the U.S. are not receiving adequate training or education on exercise's role within health. According to the article, research done by the University of Oregon revealed that "a majority of U.S. institutions did not offer any courses on physical activity, and when the courses were offered, they were rarely required".

Exercise is Medicine® was highlighted within the article, stating as part of its initiative is to "encourage primary care physicians and other healthcare providers to include physical activity in the treatment plans of their patients".



To read more, click [here](#) to view the full article!



The 2015 EIM Month Toolkit is Now Available!

EIM Month is just around the corner and in 2015 EIM Month is calling on all college and university campuses in your community to bring EIM to their campus!

Health advocates and public officials around the world are getting it, with growing movements on six continents. In the U.S., with alarming increases in chronic diseases and consternation over health care costs, many see the Exercise is Medicine® initiative as part of the solution.

That philosophy is the seed for Exercise is Medicine® Month. During May, communities throughout the U.S. will hold activities that recognize physical activity and exercise – shown to help prevent and treat more than 40 chronic diseases – should be part of everyone's health care plan. Individuals and organizations of all kinds, from youth groups to universities, churches, fitness centers, corporations and hospitals, hold events aimed at keeping people active and healthy. Since 2010, Exercise is Medicine® Month has been proclaimed by mayors, governors, Congress and the President and this year, campuses are stepping up as the hands and feet of promoting EIM through campus wide engagement in physical activity!

To learn more about EIM Month 2015 and how to get your local college or university campus involved, visit our [website](#) or download the new EIM Month 2015 Toolkit!

We hope to see your campus registered with us and begin spreading the word on how truly Exercise IS Medicine!

Help Your Patients Walk their Way to Better Health

[Every Body Walk!](#) is a campaign aimed at getting more Americans up and moving. With your help, we can spread the message that walking 30 minutes a day, five days a week really can improve one's overall health and prevent disease.

The American College of Sports Medicine (ACSM) is working with to drive awareness of the Every Body Walk! 30 Minutes to Better Health initiative to

clinicians and other medical professionals. We're pleased to share new resources for talking to patients about walking.

Visit the ACSM website to download the Every Body Walk! Walking brochure and request FREE Walking Rx pads. The Walking Rx pads are able to be co-branded with your organization.

<http://www.acsm.org/about-acsm/initiatives/every-body-walk>

Walk the talk and take action today for your health AND your patients.



Tell Us Your Story!

Exercise is Medicine is reaching out to individuals, groups, and organizations all over. The impact is global and while we share our story, we want to hear yours as well! E-mail us at eim@acsm.org about how EIM has impacted you or how you plan on making EIM a part of your local community, organization, or life! Keep an eye out; you may see your story appear in next month's newsletter!

Also, as you prepare for EIM Month 2015, don't forget to post or tweet to EIM to let us know what you are doing for the Month of May! #EIMMonth2015

To learn more about the Exercise is Medicine® Global Health Initiative visit our website: exerciseismedicine.org.



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