

Exercise Is Medicine Norway



Leaders from the Norwegian Sports Medicine and Physical Activity Association (subsidiary to the Norwegian Medical Association) and the Sports Physiotherapy Association (subsidiary to the Norwegian Physiotherapists Association) have recently stepped forward to activate EIM in Norway. The EIM National Center consist of 5 board members representing both academia, private practice and corporate health: The Board members are Terje M Halvorsen (chairman, photo left), Ola Rønsen (photo below), Inger Holm, Mona Kjeldsberg, Sigmund Anderssen. The Norwegian Health Directorate are represented by Henriette Øien og Inger Merete Skarpaas. The Norwegian Health Directorate, which is part of the Norwegian Ministry of Health, is also represented on the advisory board and project group.

Terje Halvorsen, EIM Norway National Center Director

The primary goal of EIM Norway is to promote physical activity as a prevention and treatment modality in all sectors of our healthcare system. Their secondary goals are to:

1. Make physical activity an integrated part of patient consultations in all part of the healthcare system.
2. Put Exercise is Medicine on the academic agenda and make it a part of the medical and health science curriculum at all universities.
3. Improve the interaction between sections of our healthcare system that treats patients with diseases related to sedentary lifestyle.

This past spring, EIM Norway applied for funding for a project titled “Promoting physical activity as a prevention and treatment modality in the healthcare system”. In June of 2016, they received 4.7 million Norwegian kroner (approximately \$570,000) from a goodwill foundation named [Gjensidigestiftelsen](#) that will start in September 2016 and run for 3 years, ending in December 2019. The main objectives of the project are to:

1. Develop teaching and information materials for use in education of healthcare providers and for use in patient consultations.
2. Develop a tool for implementing behaviour change in patients that needs to increase physical activity.
3. Develop a user-friendly application, hosted by national health authorities, for registering physical activity and scoring of physical fitness that is accessible to and can integrate with most patient record systems in Norway.



4. Establish a national teaching network of physicians, physiotherapists and other healthcare workers, with expertise and interest in physical activity and health that will arrange courses locally and regionally using materials developed in goals 1 and 2.

In order to capitalize on the momentum from this grant, the EIM Norway team has developed a strategic plan for optimizing media communication, marketing and public awareness. This project will further advance the Exercise is Medicine concept in Norway by making the EIM Norway brand more visible in attracting further commercial partners to join in efforts to promote physical activity in the Norwegian health care system.

Exciting times are ahead for the EIM Norway team and we are excited to see their progress on this grant and all of their future efforts!

On behalf of EIM Norway, Terje M Halvorsen, National Center Director