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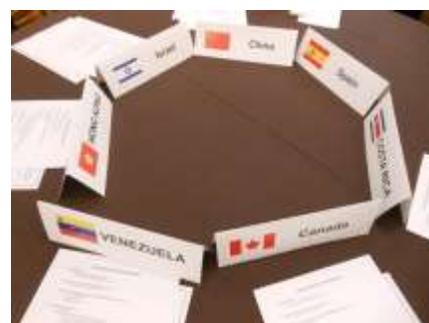


## **Seventh World Congress on Exercise is Medicine - The Highlights**

This year marked the 7th World Congress on EIM and there was no shortage of sessions and events that captivated the attendees and let them excited to take EIM back to their health systems!

### ***EIM National Center Meeting***

A total of 38 EIM leaders from 25 countries participated in this year's EIM National Center Director's Meeting. Leaders discussed their current successes, challenges and ways to progress the initiative forward. A special fundraising workshop was led by Paul Giese (Vice President, Strategic Partnership) to provide technical support to our international partners as they work to grow the EIM brand globally.



### ***EIM Keynote Lecture - Dr. Michael Pratt on "The Economic Costs of Physical Inactivity"***



Dr. Michael Pratt, from the Rollins School of Public Health at Emory University, kicked off the EIM World Congress with his presentation on the economic impact of physical inactivity. He stated the importance of addressing physical activity as a major contributor to the costs of chronic disease - both in the U.S. and globally. His presentation explored the latest estimates of the economic burden of physical inactivity and steps forward to decrease healthcare expenditures.

### ***EIM Symposia***

Attendees had the honor of choosing among several engaging EIM sessions, such as:

- Approaches to Integrating Physical Activity
- Methods for Evaluating Effectiveness of Promoting Physical Activity in Health Care
- Linking Patients to Community Resources: The Role of Physical Activity Referral Schemes
- Implementation Science: A Key to Dissemination of Exercise is Medicine® in Underserved Populations



These and many more highlighted the different areas EIM is playing a role in making physical activity a standard in health care. To view all session abstracts, [click here](#).

### ***EIM on Campus Recognition Event***

For the second year, the EIM on Campus program identified 50 campuses as having met the criteria for EIM Recognition within one of its three levels: Bronze, Silver and Gold. Campuses were presented with their recognition certificates at the ACSM Annual Meeting in a special awards ceremony on Wednesday, June 1st. The event was a huge



success and showcased the hard work and perseverance of each campus involved. Two campuses, Florida Gulf Coast and Waikato Institute of Technology (WINTEC) shared their experiences developing their program and provided insight to the other attendees on bringing EIM to their campuses and surrounding communities. To see the list of 2015-16 recognized campuses, [click here](#).

### ***EIM Healthcare Provider Workshop***



The World Congress closed with EIM leaders conducting the first Continuing Medical Education (CME) training course for healthcare providers in the U.S. Twenty healthcare providers learned how to better integrate physical activity into their interaction with their patients in helping them to become more physically active. Faculty for the course included: Drs. Cindy Lin, Ben Tan and John Duperly.

The workshop was a great success and we hope to see it grow and spread across the country as part of our effort to increase physical activity counseling in the healthcare setting.

## **EIM Events - Credential Workshops**

The next EIM Credential Workshops in 2016 will be held in Teaneck, New Jersey on July 30 and 31, and Indianapolis, Indiana on September 17 and 18. These workshops provide exercise professionals the opportunity to build upon their formal education, certification(s) and experience to

fill the new and expanding roles of Community Care Teams. Community Care is now becoming a significant component of accessible health care in the referral and delivery of chronic disease prevention and intervention programs, including physical fitness. The EIM Professional Credential two day Workshop presented by [DJO Global](#), offered in partnership with the American College of Sports Medicine (ACSM), the [American Council on Exercise \(ACE\)](#), and the [Medical Fitness Association \(MFA\)](#), includes two days of training and finishes with an opportunity to take the proctored credential certificate exam.



To learn more and register for the workshop, [click here](#).

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