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Exercise is Medicine Resources – *Healthcare Provider's Action Guide is Now Available*

EIM has updated its action guide for healthcare providers, which guides the professional in bringing EIM to their clinical setting, promoting and prescribing physical activity to their patients. This action guide provides healthcare professionals guidance and tools that will assist in working with patients, regardless of their level of readiness to make changes in their health and behavior.



To learn more or to download the newly revised action guide, visit our [website](#)!

Evidence for EIM - CDC Report: "Inadequate Physical Activity Increase Health Care Costs in the United States"



In a recent release from the CDC, physical activity guidelines are still not being met, even though there is a wealth of knowledge available in support of the benefits one can gain from regular physical activity. A study conducted by the CDC and Emory University looked at physical activity and health care costs and they reported that "11.1% of total health care expenditures were associated with inadequate levels of physical activity" (CDC, 2015).

To read more, click [here](#).

What's Happening? - National Physical Activity Plan Conference – Washington, D.C.

On February 23rd and 24th, physical activity leaders from around the United States gathered in Washington, DC to discuss progress made and updates to the U.S. National Physical Activity Plan (<http://www.physicalactivityplan.org/>). The National Physical Activity Plan first launched in 2010 and consists of eight multi-sectoral recommendations that include: business and industry, education, health care, mass media, parks, recreation fitness and sports, public health, transportation, land use, and community design, volunteer and non-profit groups. EIM was front and center at the Congress as a focal point for the recommendation on engaging U.S. citizens through health care. The acknowledgment that health care is a key sector in increasing physical activity resonated with the attendees and the breakout section was held before a standing room only crowd.

EIM in the News - EIM on Campus Comes to Georgia Southern University

During its “Wellness Week”, Georgia Southern University launched EIM on its campus, with the hopes of instilling a campus culture that promotes and lives out the benefits of physical activity. Dr. Robert E. Sallis and Dr. Carena Winters were there to represent EIM and were among others to guest-speak during the festivities. The campus is primed for Gold Level Recognition, where physical activity is being actively assessed by campus healthcare professionals and exercise referrals are taking place for students, faculty, and staff.

To read more on the event and Georgia Southern, click [here](#) to for the feature article.



Photo: Bridget Melton, Georgia Southern University

At last year’s Annual Meeting, EIM on Campus introduced its new registration process and announced its new Recognition Program, which allows university and college campuses to be recognized for implementing EIM on their campuses. Those campuses which apply for and achieve recognition status will be announced at this year’s Annual Meeting in San Diego, California. The deadline for Recognition has been extended to **March 30th, 2015 at 11:59 PM PST**. For more information, please contact jesarchick@acsm.org.

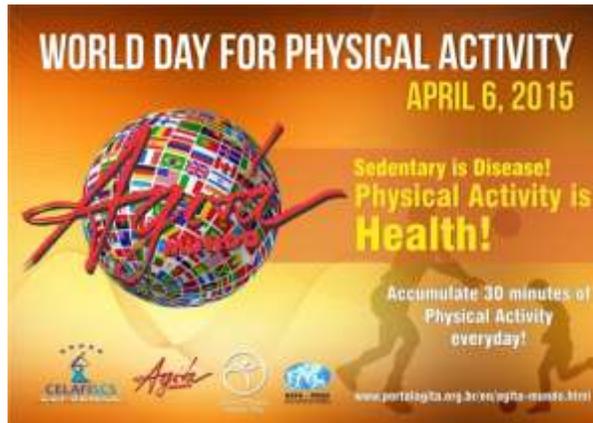
Upcoming Events - World Day for Physical Activity, April 6, 2015

What are you doing to celebrate World Physical Activity Day? Sunday, April 6, is your opportunity to walk, bike, or run to help create a healthier life for you and the global community. This year’s World Physical Activity Day carries the theme *Physical Activity— A Golden Goal for Health*.

Proponents of World Physical Activity Day and of initiatives such as Every Body Walk!, Designed to Move, the National Physical Activity Plan, ActivEarth and Exercise is Medicine® note that, in addition to improved individual health and quality of life, physical activity and exercise bring numerous co-benefits

such as health care cost savings, reduced environmental impact and better academic achievement. U.S. federal [physical activity guidelines](#) call for 60 minutes per day, most days of the week, for children and 30 minutes daily for adults.

World Physical Activity Day began in 2002, when the World Health Organization designated promotion of physical activity as a theme for World Health Day, inspired by the Brazilian movement Agita São Paulo. Supporters are encouraged to organize local events, like walking parades and other inclusive fitness opportunities.



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!



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

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