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EIM in the Philippines

EIM Philippines hosted their first ever EIM training course for a combined group of physicians and health fitness professionals on August 28th and 29th. More than 20 individuals participated in the workshop and received two full days of information and hands-on experiences on how to implement the EIM Solution in their community. This workshop will be the first of many over the rest of 2014 and 2015 as EIM Philippines begins to engage their healthcare system and link their patients with community-based fitness professionals!



This inaugural training was followed by a presentation by Dr. Mark Stoutenberg, a member of the EIM Global Center team, at the 20th Philippine Association for the Study of Overweight and Obesity (PASOO) Conference on August 30th. PASOO, the host organization for EIM Philippines, is focused on the study of overweight and obesity in the Philippines and how to get individuals more active and healthy through and being a “pioneer in the prevention and control of obesity and its complications through education research and advocacy.” Dr. Stoutenberg’s presentation on Cardiovascular Disease Risk and Exercise is Medicine, was witnessed by more than 500 conference attendees – including physicians, nutritionists, and exercise specialists. Afterwards, Dr. Florentino, chair of EIM Philippines, held a news conference in front of more than 25 news reporters from around the country who were eager to learn more about the mission and growth of EIM in the Philippines. It is exciting to see this organization act on their vision through realization of

creating a more active and health society!

A Mobile Cause

Penn State University's Kinesiology Club Takes Wellness to the Road

Penn State's Kinesiology Club is going mobile with their outreach initiative to bring EIM "to campuses and community groups across the state!" The outreach expands what the club is doing in the surrounding community while engaging students in real-world application.

This mobile outreach was made possible by a grant and it will allow the club to travel to many locations to provide fitness assessments and other events.

The students involved will experience real-life scenarios and further their knowledge of exercise prescription while working with people in a real-world setting. To learn more, go to [Penn State's website](#) to see the full story!



Image: Bill Zimmerman

They will have such tools as:

- Bioelectrical Impedance Analysis unit to analyze body composition
- Computers
- Monark bicycles
- Counters that will be used in assessments
- Stop watches

EIM at The 10th Annual Meeting and 5th Conference of HEPA Europe

This year's European Network for the promotion of Health-Enhancing Physical Activity (HEPA) Conference was held in Zurich, Switzerland from August 27-29, 2014. The conference included a focus on the need for increased physical activity (PA) promotion in healthcare settings and featured keynote presentations, best practices, research, and policies pertaining to the promotion of the benefits of PA in healthcare.

The conference concluded with a panel discussion where key stakeholders included EIM (represented by Dr. Robert E. Sallis), WHO Europe, the European Commission (the executive body of the European Union), HEPA Europe, Public Health Switzerland, and ISCA. During the panel, Dr. Sallis challenged the participants to translate the mutually agreed goal of the importance of PA in healthcare into a call to action for PA to become a vital sign in the electronic health record (EHR) of Europe's healthcare systems. We look forward to see what develops in the coming months in Europe!

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!



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