As an Exercise is Medicine® On Campus (EIM-OC) team, you play a major role in ensuring the success of the program on your campus. The time and effort you commit to make movement a part of daily campus culture will benefit students the rest of their lives. You’ll also nurture future leaders who will advance a key tenet of Exercise is Medicine — to make physical activity assessment and promotion a standard in health care.

This guide is designed to provide basic information to start your EIM-OC program. It includes background information about EIM and EIM-OC as well as details on how to create your EIM-OC leadership team. You should be familiar with the material in this guide to most effectively develop your leadership team and student participants.

EIM On Campus

The Mission

EIM On Campus (EIM-OC) fosters collaborative relationships and leadership on college and university campuses among exercise, health and other disciplines that support the EIM-OC vision and goals.

The Vision

To see all campus and community members across multiple disciplines discover, share and adopt the principles of EIM that will help change the culture of physical activity and chronic disease prevention and management campus wide.

Exercise is Medicine® aims to make physical activity assessment and promotion a standard in clinical care, connecting health care with evidence-based physical activity resources for people everywhere and of all abilities. The university/college setting is a microcosm that can help to educate and inspire students, faculty and staff to work together to promote physical activity on campus and within health care settings.

Nearly half of U.S. adults (46 percent) do not engage in the recommended 150 minutes of moderate-intensity physical activity per week,

\(^1\) and the spring 2018 report from Healthy Campus 2020 indicates that only 46.2 percent of college students reported meeting the physical activity guidelines. The same report also noted that 22.1 percent of respondents had anxiety, 32.9 percent had sleep difficulties, and 32.2 percent had stress that affected academic performance.\(^2\) Data on the benefits of physical activity on chronic diseases, such as type 2 diabetes, obesity and cardiovascular disease is strong.\(^3\) Although research focused solely on physical activity in the college or university setting is limited, available data demonstrate a small, positive relationship between physical activity and academic success.\(^4,5,6\) Physical activity can also reduce stress and anxiety in college students.\(^7,8\) It is important for colleges and universities to use physical activity interventions to impact sedentary behavior, reduce barriers to exercise and motivate students to begin or continue a physical activity program.
What is EIM On Campus?

EIM-OC calls upon universities and colleges to promote physical activity as a vital sign of health and activate EIM within their unique environments. Our goal is for every student to graduate with better health and fitness than when they began, to become knowledgeable and passionate advocates for the benefits of regular physical activity, and to work toward the systematic assessment and promotion of physical activity within health care.

EIM On Campus Global

The EIM On Campus program is not limited to campuses in the United States. All universities and colleges around the world are encouraged to participate in EIM On Campus. If your country has an EIM National Center, check to see if they have an EIM On Campus program and register with them. If your country does not have an EIM National Center or the National Center does not have an active EIM-OC program, register with the EIM Global Center. (Not sure if your country has an EIM National Center? Check out our EIM Global Directory.) Campuses will need to be registered at the global level to be eligible for recognition.

Why should your campus participate?

Establishing an EIM-OC program at your school encourages faculty, staff and students to work together to improve the health and well-being of the campus community. The program helps all students understand the connection between exercise, health and academic success, as well as provides hands-on, experiential learning. These are just a few of the ways universities and colleges have benefited from participating in EIM-OC.
A Step-by-Step Guide to Create your EIM-OC Program

Step 1: Determine if EIM has been implemented on your campus

A list of currently registered campuses can be found on the EIM website. If your school is already registered, contact the advisor to see how you can get involved. Can't locate the advisor? Contact eim@acsm.org to find out!

Step 2: Identify and develop your EIM-OC leadership team

Your leadership team is the heart of the EIM-OC initiative. A strong leadership team is necessary to create structure and foundation for successful implementation on your campus!

The following members are required as part of your EIM-OC team:

- **Advisor:**
  - The advisor provides structure and guidance for the program and must be faculty or staff. The advisor can be from any department on campus. Faculty members from health-related fields like exercise physiology, kinesiology or public health may be able to provide specific guidance on how to implement EIM on your campus. Must be an ACSM National member in good standing.

- **Health Care Professional:**
  - With EIM’s primary goal of integrating physical activity into the health care system, a health care professional will provide your team with invaluable insight and guidance. Health care professionals can be recruited from your student health care center, medical school or local health care providers. A licensed medical professional is required (i.e., physician, nurse practitioner, licensed mental health counselor, etc.). It is highly recommended but not required that they are a National ACSM member.

- **Health Fitness Professional:**
  - The health fitness professional has the knowledge, skills and abilities to provide safe and effective exercise prescriptions based upon the needs and goals of clients. These individuals often provide leadership at your campus recreation center or within the exercise department. This professional should have a terminal degree in exercise physiology (or a closely related field) or current NCCA or ANSI/ISO 17204-accredited fitness certification(s). It is highly recommended but not required that they are a National ACSM member.

- **Student Representatives:**
  - At least two (2) current students must be included as part of your EIM-OC leadership team. While the leadership roles of the student leaders may vary from campus to campus, it is essential that students serve as leaders who will be able to represent the student voice on campus. Must be an ACSM National Student member in good standing.
ACSM National membership options can be found here. Please allow up to 1 business day for your member status to go through.

**Step 3: Register your EIM On Campus program**

Once you have established your EIM-OC Leadership Team, complete the registration form on the EIM website to officially register your college or university. You will be asked to provide the names, titles/positions, contact information, and ACSM National membership ID (if applicable) for those on your leadership team. The application will be sent to the EIM Global Center for review and approval. This process will take 3-5 business days. Upon approval, you will receive a confirmation email that will include details on how to get started on your campus.

**Step 4: Develop campus support**

After registering your EIM-OC program, your next step is to develop an activation plan. How will you increase physical activity on campus? How will you connect with student health services? How will you build support on campus, encouraging and celebrating EIM and its beneficial impacts? Here are several campus stakeholders who can be an extended part of your EIM team to help develop and implement an effective EIM program.

| Administration: | University administration can support the initiative in many ways. They can assist in the smooth and efficient operation of the program on your campus. They may also help in funding efforts and facilitate connections with relevant on-campus and outside organizations. |
| Academic Departments: | Academic departments and their faculty can provide expertise in many areas including the development of educational materials, workshops and data collection for research related to your EIM-OC program. Academic departments can assist with educational efforts both on campus and in the community and help to develop student leaders within EIM. |
| Campus Communications and Marketing Department: | Your college/university communication and marketing department can serve as a great resource for your EIM-OC program, providing expertise and guidance on communication vehicles and campus marketing strategies. Students can help move these strategies forward, such as drafting press releases or event announcements and using social media to spread the word throughout campus. |
| Campus Health Care Providers: | In addition to serving as an integral part of the EIM initiative by implementing EIM within campus clinical services, campus health care providers can serve as a resource for educational activities, awareness and promotion of the program in their clinics, participating in EIM events and activating EIM in their own practices. |
| Campus Recreation: | The campus recreation center can be utilized as a location for education, activities, promotional events for EIM-OC initiatives and a site for the EIM referral process from student health services. |
| Student Clubs and Administrative Groups: | Student clubs and administrative groups can market EIM program activities throughout your campus. Campus housing and fraternity and sorority groups hold regular programming for large audiences. These organizations can amplify your promotional efforts and help recruit new members to your EIM-OC team. On-campus clubs and groups can also develop their own creative spin to promote physical activity within their unique areas, spreading EIM to a wider, more diverse audience. |
| Students: | Students are a primary target population for the EIM initiative (in addition to campus staff) and can also serve as program advocates. Students are role models to others around them and can promote physical activity to their peers. They can help lead awareness and fundraising events, as well as participate in community outreach programs. Student may become future health care and fitness professionals and will bring the knowledge and values of EIM into their future practices. They are the champions of the EIM-OC movement! |
Step 5: Implement EIM On Campus

After you’ve registered your campus and developed support, it’s time to start promoting awareness and hosting events! Need ideas for your campus? Here are a few that can easily be adapted and implemented by most EIM-OC programs:

**Physical Activity Awareness and Promotion**

- Create pledge campaigns where students sign up to show their commitment to EIM, participate in physical activity challenges and spread the initiative throughout campus.
- Post signs/bulletins that encourage students, faculty and staff to use active modes of transportation like walking and biking across campus or to take the stairs versus the elevator/escalator.
- Create interactive social groups that promote physical activity.
- Seek out campus organizations aligned with the mission of EIM to conduct presentations about the EIM initiative, benefits of physical activity and the [2018 Physical Activity Guidelines](#).
- Host a campus-wide activity day and invite students to participate in a variety of fun physical activity events or challenges.
- Get involved with student health fairs and/or campus student fairs as a way to promote the EIM principles.

**EIM Educational Activities**

- Provide safety education to empower students and campus members to demonstrate that physical activity can be both safe and enjoyable; utilize the Rx for Health series patient handouts.
- Hold workshops or seminars to educate students on the physical, psychological and emotional benefits of being physically active.
- Work with academic departments (i.e., Exercise Physiology) to add units on EIM to their curriculum.
- Host presentations and workshops in the community to educate individuals on EIM.
- Educate health care professionals on EIM and how the EIM Solution can be implemented in their practice (see the EIM Health Care Providers’ Action Guide).

**Implement the EIM Solution in Your Campus Health Care System**

- Encourage your campus health care center to assess physical activity as a vital sign at every patient visit and determine whether a patient is meeting the [2018 Physical Activity Guidelines](#) for Americans:
  
  - Physical Activity Vital Sign (PAVS):
    1. On average, how many days per week do you engage in moderate to strenuous exercise (like a brisk walk)?
       _____ days
    2. On average, how many minutes do you engage in exercise at this level?
       _____ minutes
  
  **Total minutes per week of physical activity (multiply #1 by #2)**
  _____ minutes per week
• Provide the EIM Prescription Form for your health care providers to write exercise prescriptions for their patients.

• Work with your health care providers to assist them in referring their patients to on-campus physical activity resources and programs.

• Develop campus resources and programs that can receive exercise referrals from health care providers and utilize the EIM Exercise Professionals’ Action Guide to implement EIM in a community fitness setting.

Funding Available Through the EIM-OC Barry and Linda Franklin Microgrant Program

• Three program grants are available to help campuses develop, execute, and evaluate EIM-OC programs.

• The Franklin microgrants are meant to defray the costs of conducting EIM interventions, performing high-quality data collection and analysis of EIM programming.

• The ACSM Foundation awards one (1) $500, one (1) $750, and one (1) $1,250 program grant, annually.

• To learn more check out the EIM-OC Franklin Microgrant webpage.

Step 6: Promote your EIM On Campus program

EIM On Campus Renewal and Recognition Program

EIM-OC registration is active for two years. A formal renewal process will occur in January/February for already registered campuses. Renewal years will be 2024, 2026, 2028 and 2030.

Programs must complete the renewal application to report who is currently on the EIM-OC leadership team and share feedback. Students and faculty on the leadership team may change within the two-year timeframe as students graduate or faculty change employment. If the changes occur outside 6 months of a renewal period, a member of the leadership team needs to fill out the Updated Leadership Team form.

When your campus initially registers the EIM Global center will let you know when your campus is due for renewal.

The recognition process is an optional extension of the renewal process. It provides an opportunity to acknowledge and award the efforts your EIM-OC team has made over the two-year period to promote and implement EIM on your campus. ACSM may ask to share stories from your institution.

You can apply for one of three levels of recognition: Gold, Silver or Bronze.

In order to be considered for Gold, Silver, or Bronze level, documentation is required. Be prepared to submit photos, flyers, screenshots of exercise is medicine referrals, etc. The EIM-OC Recognition Level guide outlines the requirements for each level in more detail.

The EIM recognition level you earn will depend upon your institution’s level of implementation. As your level of engagement increases, so does the recognition earned. Each institution must apply for recognition biennially to receive Gold, Silver, or Bronze status for the previous year’s EIM-OC efforts.
Utilize Social Media

Social media is a great tool to learn what other schools do for EIM-OC and to promote and grow your own school’s activities.

Once your school is a registered EIM-OC campus, we highly recommend making an Instagram and Facebook with the handle @EIMOC_schoolname.

When posting content be sure to use the hashtag #EIMOC and tag ACSM to engage with the EIM-OC community and have the potential to get reshared.

We also have a private Facebook group where we share real time updates on all things occurring with EIM-OC. It is also another great place to share EIM-OC ideas. The leadership team will be invited to the group following registration of your campus.

Follow these ACSM social media accounts to stay connected with the latest information related to EIM-OC:
• Exercise is Medicine on Facebook
• acsm1954 on Instagram
• @EIMNews on Twitter/X
• @ACSM1954 on TikTok

We acknowledge that it can be overwhelming to upkeep multiple different social media platforms. While we encourage you to follow ACSM on all of the platforms your school has, EIM-OC communication is shared across multiple media platforms (EIM-OC website and leadership team email list included) to reach you where you are.

Engage the Media

Connect with the appropriate contacts for your campus newspaper, radio and television programs. Find out their deadlines to share information about your activities and events. Don't have campus media? Consider contacting local newspaper, radio and television stations to help raise awareness about physical activity and to promote your activities. Consult with your campus communications department before engaging with local media. They likely have contacts and can assist your efforts.
EIM On Campus Calendar at a Glance

Because EIM-OC works with students, many activities follow the academic year calendar. Typically, EIM-OC programs do not meet or host activities during summer months. This often leaves just eight months during the year to be active and involved in campus and community activities. This makes effective leadership and organization even more important. Following is a month-by-month breakdown of basic activities that occur during the year. This listing is generic and should be tailored to your campus.

August-September

**Recruit Members:** With new students entering college, this is an ideal time to recruit new members. Most students are searching for an opportunity to join a worthwhile organization.

**Set the Calendar:** Your EIM-OC leadership team should establish a calendar of events for the entire year. This calendar should include EIM-OC meetings, campus activities and events, and EIM-OC global events. Make sure to distribute to all EIM-OC members.

**Franklin Microgrant:** EIM-OC Barry and Linda Franklin Microgrant application cycle opens up in early September.

**Mascot Challenge:** The mascot challenge submission cycle will open up mid-August. Be on the lookout for that year’s contest rules to be announced a few weeks before the cycle opens.

October

**EIM-OC Month:** This is your chance to promote physical activity and celebrate the EIM movement across your campus. EIM Global center orchestrates a president proclamation to declare October EIM-OC month, co-hosts the annual EIM-OC walking challenge with Michigan State University, runs a webinar to showcase previous Franklin Microgrant awardees, and holds Mascot Challenge voting and the final results announcement all in October. The blueprint on how to participate in EIM-OC month has already been built! It is encouraged to add events on top of the outline that EIM-OC global has that are catered toward your campus’s unique environment.

November

**Franklin Microgrant Applications Close:** EIM-OC Barry and Linda Franklin Microgrant applications are due.

January-February

**EIM-OC Recognition and Renewal:** All registered campuses are required to renew their campus with the EIM Global Center every two years. Each EIM-OC campus is eligible to apply for EIM-OC Recognition every two years too. This biennial award honors campuses for their efforts to create a culture of wellness.

March-April

**Franklin Microgrant:** EIM-OC Barry and Linda Franklin Microgrant awardees for that year will be announced.

May-June

**ACSM Annual Meeting:** Attend ACSM’s Annual Meeting and learn ways to implement EIM on campus and throughout your community. During recognition years, you’ll also have an opportunity to attend the EIM-OC recognition ceremony to be recognized as a Gold, Silver or Bronze level campus if your campus was awarded recognition.
CONGRATULATIONS!

You and your campus have taken the first steps in bringing the mission and vision of Exercise is Medicine On Campus to your institution.

From the Exercise is Medicine® team, we thank you for your commitment to promoting the importance of physical activity and for being an advocate in making exercise an integral part of health and daily life.

Appendix – EIM Resources

Here is a list of some resources EIM provides to their partners. These could be helpful in your recreational center, student health center or around campus!

- **EIM-OC Webinar Series**: The EIM On Campus Committee launched a webinar series to help registered schools develop and implement their EIM On Campus program. A variety of topics will be covered in every new webinar released to best equip schools with tools and strategies for increasing the promotion of physical activity on their campus. Within this series there is an annual webinar for the previous year’s Franklin Microgrant awardees where they discuss their goals, methodology, and results!

- **Rx for Health Series**: Exercise is Medicine® created the Rx for Health series to provide essential guidelines on exercise for sedentary individuals and those with various chronic diseases and medical conditions. These handouts are designed to be used by health care providers and exercise professionals to support physical activity recommendations to patients/clients.

- **Health Care Providers’ Action Guide**: This Action Guide is a simple and effective tool to help student health or any health care provider prescribe physical activity in the right “dosage.”

- **Exercise Professionals’ Action Guide**: This Action Guide provides exercise professionals with a blueprint for how to work effectively with physicians and other health care providers to use physical activity, in the correct “dosage,” as an effective patient care “prescription.”

- **Exercise is Medicine Prescription Form**: This form is to be used by campus health to recommend physical activity to a client/patient.

- **Patient Initial Assessment Form**: This is a great resource for the recreational center to use when a client is referred from campus health.

- **Patient Fitness Progress Report**: Continued fitness training could take advantage of this resource to track client progress.

- **Exercise Preparticipation Health Screening Questionnaire**: Used by exercise professionals to assess a client’s needs.

- **Health History Questionnaire**: Used by exercise professionals to obtain information about a client’s health history.

- **Fitness Assessment Data Sheet**: Modify this template to reflect the assessments that your recreational center typically provides.

- **Informed Consent for Fitness Training**
Appendix – References


