

# EIM Canada



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University of Alberta



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**National Center Scientific Director**  
Jonathon Fowles, Ph.D.

**Affiliation**  
Acadia University

## Host Institution – Acadia University

Founded in 1838, Acadia University is one of the oldest and most respected liberal arts universities in Canada. Located just a one-hour drive from Halifax, Nova Scotia and its international airport, Acadia is an integral part of the quintessential college town of Wolfville, overlooking the Annapolis Valley and the Bay of Fundy. The mission of Acadia University is to provide a personalized and rigorous liberal education; promote a robust and respectful scholarly community; and inspire a diversity of students to become critical thinkers, lifelong learners, engaged citizens, and responsible global leaders.



<b>National Center Advisory Board</b>	<b>Affiliation</b>
Taniya Nagpal, Ph.D.	<ul style="list-style-type: none"> <li>Assistant Professor, Faculty of Kinesiology, Sport and Recreation, University of Alberta</li> </ul>
Scott Howitt, D.C.	<ul style="list-style-type: none"> <li>Director, Sports Medicine Performance Centres</li> <li>Associate Professor, Canadian Memorial Chiropractic College</li> <li>Canadian Chiropractic Association (CCA) / Royal College of Chiropractic Sport Sciences (RCCSS)</li> </ul>
Jonathon R. Fowles, Ph.D.	<ul style="list-style-type: none"> <li>Professor, Department of Kinesiology; Chair, Centre of Lifestyle Studies, Acadia University</li> </ul>
Sue Boreskie, M.PE.	<ul style="list-style-type: none"> <li>Clinical Exercise Professional representative</li> <li>CEO, RehFit Centre Winnipeg</li> </ul>
Kristin Campbell, Ph.D., P.T.	<ul style="list-style-type: none"> <li>Associate Professor &amp; Director of Clinical Exercise Physiology Laboratory, University of British Columbia</li> <li>Canadian Physiotherapy Association (CPA) representative</li> </ul>

Nicole Culos-Reed, Ph.D.	<ul style="list-style-type: none"> <li>• Professor, Health &amp; Exercise Psychology, Faculty of Kinesiology; Adjunct Professor, Department of Oncology, University of Calgary</li> </ul>
Robert Petrella, Ph.D., M.D.	<ul style="list-style-type: none"> <li>• Head, Department of Family Practice, University of British Columbia</li> </ul>
Kayla Rector, Cert Kin	<ul style="list-style-type: none"> <li>• Kinesiology, KineFit</li> <li>• Chair, Newfoundland Kinesiology Alliance</li> <li>• Canadian Kinesiology Alliance (CKA) representative</li> </ul>
Shaelyn Strachan, Ph.D.	<ul style="list-style-type: none"> <li>• Associate Professor, Faculty of Kinesiology &amp; Recreation, University of Manitoba</li> <li>• Canadian Society for Psychomotor Learning in Sport and Exercise Psychology (SCAPPS)</li> </ul>
Lauren Voss, M.Sc.	<ul style="list-style-type: none"> <li>• Ph.D. candidate, University of Toronto</li> <li>• Chair, EIMC On Campus Representative</li> </ul>

## 2023 Goals

- Recruit medical and government representatives to the EIMC National Advisory Council
- Promote awareness of and build engagement in EIMC's mission and activities, through:
  - Developing resources for EIMC on Campus groups' sustainability
  - Increasing communications between professional associations and professionals with enhanced engagement, increased social media posts, and continually adding and updating EIMC website increased communication and information sharing
  - Promote growth of the professional network supported with newsletters and webinars
- Support education by developing an EIMC Professional Network virtual presentation and targeted presentations for specific health care and exercise professionals
- Enhance credibility through: a) EIM research, b) development of a position stands on exercise referral and medical fitness in Canada, c) participating in research projects examining the effectiveness of EIM education, and d) improving models of physician prescribed exercise and exercise referral schemes
- Promote recognition of exercise professionals through advocacy and support of standards for exercise and fitness professionals
- Expand exercise prescription and referral of patients to clinical and community-based exercise professionals, places and programs
- Continue our policy and advocacy efforts at federal, provincial and regional levels with participation on National Health Fitness Day, ParticipACTION report card, Rx To Get Active and other groups
- Secure sustainability - by engaging current and new partners to support ongoing operations
- Develop a position stand on exercise referral schemes and qualified exercise professionals

## Accomplishments to Date

- Officially established the EIM Canada National Center (2010); updated the EIMC website (2021) with several pages translated into French
- Developed and presented an EIM Oncology-focused workshop (2022)

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- Collaborated on Exercise and Cancer Care workshops for exercise professionals nationally and regionally and supported the implementation of National and Regional Cancer exercise community Programming (2022)
  - Expanded EIM new (exercise) professional network to >1200 individuals (2022)
  - Developed a working group on Medical Education Curriculum that identified standardized approaches for medical curriculum in medical schools and continuing medical education (2022)
  - Published several articles and research presentations on the outcomes of our EIMC workshops (7 articles published over 2021-22)
  - Developed 3 practical resources and a position stand on physical activity post-COVID (2021)
  - Served on the National Physical Activity report card for adults, as well as on national and provincial physical activity frameworks
  - Delivered 18 different workshops to more than 375 healthcare providers (2018). Hosted another 10 trainings for 250 providers in 2019 and 2 for 50 providers in 2020
  - Presented more than 30 clinical rounds and symposia at conferences to more than 4000 health care professionals, including the Family Medicine Forum, Primary Medicine Conference (largest MD conference in Canada), the annual meetings of the Canadian Academy of Sport and Exercise Medicine and Canadian Chiropractic Association and the Canadian Society for Exercise Physiology
  - Hosted a 'Think Tank' on Exercise Prescription and Referral engaging leaders in the field to develop national strategies to integrate EIM into Health care and in communities
  - Nova Scotia Health Authority identified EIM as one of the top 20 innovations in health care in the province. This led to a pilot study that was supported by the Health Authority, and endorsed by the provincial Doctor's Association, in which local health care providers refer patients to community exercise programs delivered by clinical exercise physiologists.
  - Made significant inroads in advocacy with a presence for exercise prescription in health care in the national physical activity strategy 'Lets Get Moving'
  - Involved with national discussions for regulation of Kinesiology and medical fitness certifications
  - Launched a new professional network in 2021, connecting >400 individuals interested in EIM
  - Developed an EIM Oncology focused workshop and collaborated on Exercise and Cancer Care workshops and dissemination for Exercise Professionals
  - Developed a working group on Medical Education Curriculum to standardized approaches to develop medical curriculum for professionals schools and continuing medical education
  - Established EIM on Campus at 42 universities and colleges (19 which were active in 2022) with an annual EIM On Campus national student conference
  - Led a National Exercise Hour on October 17, 2021 at 430pm
  - Expanded social media presence in 2022 to >3500 Twitter followers, >1200 LinkedIn followers, >3100 FB likes and >700 followers on Instagram
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