



Dr. Naama Constantini

**National Center Director**  
Naama Constantini, M.D.,  
D.F.M., FACSM

**Affiliation**  
Hebrew University – Jerusalem

## Host Institution – Hebrew University

The Hebrew University of Jerusalem, founded in 1918 and opened officially in 1925, is Israel's premier university, as well as its leading research institution. The Hebrew University is ranked among the 100 leading universities in the world and first among Israeli universities. The University stresses offers a wide array of study opportunities in the humanities, social sciences, exact sciences and medicine. The Hebrew University has set its goals in training the public, providing scientific, educational, and professional leadership; the preservation of and research into Jewish, cultural, spiritual, and intellectual traditions; and the expansion of the boundaries of knowledge for the benefit of all humanity.



## National Center Advisory Board

## Affiliation

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|--|---|
| Naama Constantini, M.D., D.F.M., FACSM | <ul style="list-style-type: none"> <li>• Shaare Zedek Medical Center</li> </ul>   |
| Inbar Naor-Maxwell, M.Sc., CEP         | <ul style="list-style-type: none"> <li>• Clinical Exercise Physiologist</li> <li>• Lecturer, Department of Sports Therapy, Ono Academic College</li> </ul>                          |
| Elliot Rosenberg, M.D., M.P.H., FACPM  | <ul style="list-style-type: none"> <li>• Director, Department of Occupational Health, Israeli Ministry of Health</li> <li>• School of Public Health, University of Haifa</li> </ul> |
| Yaakov Henkin, M.D.                    | <ul style="list-style-type: none"> <li>• Head, Preventive Cardiology Services, Soroka Medical Center</li> <li>• Representative of the Israeli Heart Association</li> </ul>          |
| Michal Azmon, Ph.D., P.T.              | <ul style="list-style-type: none"> <li>• Physiotherapist, Israeli Physiotherapy Society (IPTS)</li> </ul>   |
| Dan Hertzog, M.Sc. O.T.                | <ul style="list-style-type: none"> <li>• Clalit Health Services</li> </ul>  |
| Marina Debora Sigal, M.D.              | <ul style="list-style-type: none"> <li>• Family medicine, Sleep medicine, physiotherapist</li> </ul>  |
| Shmuel Giveon, M.D., M.P.H.            | <ul style="list-style-type: none"> <li>• Head, Research Team, Sharon Shomron district, Clalit Health Services</li> </ul>  |
| Yair Lahav, RD, Exercise Physiologist  | <ul style="list-style-type: none"> <li>• Dietitian, The Israeli Dietetic Association</li> </ul>   |

## 2023 Goals

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- To enhance collaborations with other EIM National Centers in Europe
  - To continue offering EIM courses to physicians, nurses, physiotherapists, and nutritionists
  - To offer training courses for our medical students at Hebrew University and thereafter extend it to other Medical Schools throughout Israel
  - To organize courses for exercise professionals and fitness trainers
  - To integrate EIM into health services for oncology patients
  - To find a volunteer to serve as the “EIM Manager” to oversee daily EIM National Center activities
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## Accomplishments to Date

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- Officially established the EIM Israel National Center (2015)
- Welcomed leaders from the Ministry of Health and the National Council for Public Health on the EIM Advisory Board (2018)
- Translating additional EIM Rx for Health series into Hebrew for broader dissemination (2021-22)
- Offered a 400-hour EIM training for nurses who will become physical activity advisors for their local communities (2021-2022)
- Developed a specialized EIM training course for Occupational Therapy students and offered additional EIM trainings for sports nutritionists, physicians, and medical students (2022)
- Translated the EIM recommendations for physical activity during coronavirus pandemic (for children and adults) into Hebrew (2020)
- Published a position statement of physical activity for children and youth in partnership with several medical associations (2019)
- Hosted annual EIM conferences on “Exercise is Medicine for the Brain” (2016), “EIM in Pediatric Populations” (2018), and Exercise is Medicine for Women” (2019)
- Promoting physical activity within Clalit Health Services (the largest HMO in Israel) to patients and staff
- Joined the Jerusalem municipality to run a physical activity program for the elderly. The program is conducted by first year medical students
- Conducted physical activity programs for cancer patients through a project called “Steps for Quality of Life” in most Israeli hospitals
- Over 600 public health nurses working in ‘mother and child’ clinics began providing physical activity counseling to their clients
- Conducted physical activity training courses that have reached over 300 health professionals, such as medical students, physicians, nurses, sports dietitians, and physiotherapists – many of them in partnership with the Ministry of Health

**Exercise**  
**is Medicine**<sup>®</sup>  
**Israel**