

Exercise is Medicine On Campus Action Guide



Exercise
is Medicine[®]
On Campus

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](#).)

Global Recognition

If an international campus desires recognition by the Global Center, they may apply online during the annual recognition/renewal period. During the application process, they will be asked to first register with the Global Center if they aren't already registered. This will not affect participation in their own country's EIM-OC program.



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 benefitted from participating in EIM-OC.

"EIM-OC is an opportunity for students to grow as leaders and do something impactful while in school. This program has improved student engagement, career growth, sparking creative ideas and community service. It's also helped with the connection with the on/off-campus community. It promotes better health and wellbeing for students and the community."
- *Scottsdale Community College, Amy Goff MS*

The Exercise is Medicine On Campus club has been a very important way to bring together motivated students from different faculties from medicine to kinesiology to physiotherapy who all believe in the importance of physical activity promotion for health and well-being.
- *University of British Columbia, Dr. Barbara Fitzgerald*

The EIM-OC program has been an organized way to forward the mission of meeting physical activity guidelines and building bridges between clinicians and fitness professionals.
- *High Point University, Kimberly Reich, Ph.D.*



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.



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.).



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).



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.

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 and contact information for those on your leadership team. The application will be sent to the EIM Global Center for review and approval. Upon approval, you will receive a confirmation email and a customized EIM-OC logo to use in promotional efforts.



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 forward and spread the word throughout campus.
Campus Health Care Providers:	In addition to serving as an integral part of the EIM initiative by championing 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.

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.

Step 6: Promote your EIM On Campus program

EIM On Campus Renewal and Recognition Program

You will be asked to renew your EIM-OC campus registration annually in January/February. Programs must complete the renewal application to report who is currently on the EIM leadership team and share feedback. Students and faculty on the leadership team may change frequently as students graduate or faculty change employment. The annual renewal process updates contact information to ensure that your campus receives timely notifications about EIM-OC activities and opportunities.

To make it easy, the renewal and recognition applications are combined. The first page of the application is the renewal portion. The following questions pertain to recognition only — for those who wish to apply. The recognition program provides an opportunity to acknowledge and award the efforts your EIM-OC team has made over the last year to promote and implement EIM on your campus. The recognition program also gives others the opportunity to learn from what various institutions are doing to activate EIM in a campus setting. We may ask to share success stories from your institution in an EIM e-newsletter or on the EIM website.

You can apply for one of three levels of recognition:

- Gold
- Silver
- Bronze

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 annually to receive bronze, silver or gold status for the previous calendar year's EIM-OC efforts.

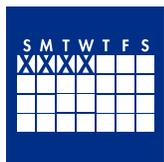
All EIM-OC Recognition applications must be submitted by 11:59 p.m. PST on February 15.

Utilize Social Media

Most students spend time online whether they're playing with their phone, Snapchatting with friends, recording Instagram Stories, looking at Facebook, watching videos or reading blog posts. So, it makes sense to connect with students where they are. Consider creating a Facebook, Instagram, Snapchat or Twitter account for your EIM-OC program.

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 underclassmen. 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 as well as campus activities and events and should be distributed to all EIM-OC members.

OCTOBER

EIM-OC Month: This is your chance to promote physical activity and celebrate the EIM movement across your campus. Talk to campus administration and your school's city and state elected officials and urge them to declare October as EIM-OC Month. Plan an event or activity such as a 5km walk/race, kickball or basketball tourney, dance marathon, obstacle course or day of play within your community. Consider a reoccurring activity for EIM Month like a daily health and fitness tip promoted throughout campus, a morning walk or "walk with your doc or fitness professional" events. Finish your EIM-OC Month by hosting a celebratory event that congratulates everyone on campus and in the community for being active. Participate in the EIM Global Center's special EIM-OC Month activity. Use this event to kick start another year of increased physical activity!

JANUARY- FEBRUARY

EIM-OC Recognition and Renewal: All registered campuses are required to renew their campus with the EIM Global Center each year. Each EIM-OC campus is eligible to apply for EIM-OC Recognition. This annual award honors campuses for their efforts to create a culture of wellness. Applications will be sent out each January and must be submitted by 11:59 p.m. PST on February 15.

MARCH

ACSM's International Health & Fitness Summit: Attend ACSM's International Health & Fitness Summit to exercise both body and mind through inspiring keynote sessions, hands-on workshops, stimulating lectures and vigorous Master Class workouts. The Summit is a great opportunity to meet other student leaders and gain ideas to take back to your campus.

MAY

EIM Month: Kick off the final month of the school year celebrating your accomplishments during the EIM Month. Talk to campus administration as well as your school's city and state elected officials and urge them to declare May as EIM Month. To do this, request an EIM Month proclamation from your president, provost, mayor or governor! Download our sample proclamation, personalize the sample request letter, and contact your local officials.

ACSM Annual Meeting: Attend ACSM's Annual Meeting and learn ways to implement EIM on campus and throughout your community. If you applied for recognition, you'll also have an opportunity to attend the EIM-OC recognition ceremony to be recognized as a gold, silver or bronze level campus.



CONGRATULATIONS!

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

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.
- **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 – Examples of EIM On Campus

There are several things colleges and universities have done in bringing EIM to their campus! Visit our [EIM On Campus Recognition](#) page to view a list of all schools who earned some level of recognition for their efforts towards EIM.

Chatham University, Pittsburgh, PA

EIM On Campus was officially launched on May 8, 2009, at Chatham University. A strategic planning session organized by Carena Winters, Ph.D., MPH, FACSM, allowed attendees to discuss EIM's role on campuses in building and sustaining physical activity for students. EIM task force chair Robert Sallis, M.D., FACSM, presented the keynote address, speaking about the importance of physical activity on university and college campuses. The event brought together regional and national university officials and faculty, public health and government officials, and resulted in introducing the framework for the now global EIM On Campus initiative.

Glendale Community College, Tempe, AZ

Glendale Community College (AZ) has integrated EIM-OC into the heart of the campus through the work of faculty, staff and students of the Fitness & Wellness, Nursing, Nutrition and Counseling departments. Activities include Yoga, Tai Chi, Kickboxing and Zumba, fitness centers, swimming, lunch and learn workshops, Wellness Wednesday newsletters, blog posts, organized walks and hikes, health fairs, incentive programs and student club events. The program has developed because everyone understands the basic premise that exercise is medicine. If you say it enough, it becomes part of the campus culture. We do not currently have a student health clinic on campus, but our nursing students are learning the importance of referring patients to exercise professionals.

Maryville College, Maryville, TN

In 2016, Maryville College (MC) EIM faculty leadership submitted an institutional grant proposal for two years of funding to establish EIM as a new and sustainable initiative at MC. The grant provided funding to help support two student interns who play a key role in the implementation of EIM and identifying campus partners to collaborate with on events such as campus wellness and the Mountain Challenge program, which provides high quality, safe outdoor experiences. Additional funds were used to provide regularly scheduled (12 weeks/semester) fitness classes (Yoga, Zumba, line dancing, etc.) for students, faculty and staff and to bolster annual campus events such as the Pumpkin 5k race, purchasing 120 #MCScotsmove buffs for distribution at the October EIM rally, a spring campus-wide adventure race and outdoor “playdays” throughout the semester. The fall 5k race occurs on the MC campus and is open to the local community, with all registered participants receiving an MC/EIM branded T-shirt. The Instagram-inspired #MCScotsmove physical activity promotional campaign runs through the month of October and showcases what students, faculty and staff are doing for physical activity. Submitted photos are highlighted on the MC EIM website and included in a photo contest where students vote for ‘Best Photo’ in a variety of categories. EIM faculty and interns meet with, educate and equip MC student health care providers with the resources to systematically assess physical activity at every student health visit and provide students simple referral resources for exercise prescription that connect students with on-campus physical activity facilities and opportunities.

Penn State University, University Park, PA

The Penn State EIM-OC program launched in 2010 by students in the Kinesiology club. By 2012 the campaign had evolved to include significant support from Kinesiology faculty, college administration, campus recreation and University Health Services. Exercise is Medicine On Campus week, held annually in October, serves as an opportunity for all campus partners to collaborate and engage all members of the campus community in physical activity education and promotion through a walk led by our college dean, exercise stations around campus, educational opportunities, outreach via social media and special exercise classes and events. Additionally, our campaign has spread to 3 other Penn State University campuses, supporting our campuses with our mobile EIM-OC outreach. Other EIM-OC activities throughout the year include education in first year seminars about exercise resources on campus and the importance of exercise during freshman year, alumni outreach events promoting EIM in their workplaces and employee health events. The Physical Activity Vital Sign, implemented in the clinics at University Health Services, provides campuses health care providers with information on students' activity levels and a referral system is set up with the Kinesiology department's Center for Fitness and Wellness. Additional details of our campaign are found here: <https://sites.psu.edu/psueim/>.

University of Zaragoza, Zaragoza, Spain

University of Zaragoza presented EIM On Campus in the winter of 2016. Since then, several health initiatives aimed at students and staff and concerning physical activity have taken place. The most remarkable of them was to include PAVS questions into the employee's medical checks. The next year we got the EIM Gold Campus recognition as a result of teamwork involving several areas of the University such as Occupational Risk Division, Medical Services, Sports Service and GENUUD (growth, exercise, nutrition and development) research group. The last implemented EIM activities have been smoking cessation groups through training, encouraging students and employees to use the stairs with posters and signals indicating benefits of being active, and walking through the city program, aimed at older employees. The next phase of implementation involves a lab test for employees diagnosed with coronary risk and specific physical activity counseling offered by specialists to the students and the staff.

Appendix – References

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