The American College of Sports Medicine is the largest sports medicine and exercise science organization in the world. More than 35,000 international, national, and regional members and certified professionals are dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine.

ACSM is leading the way in physical activity guideline-setting.

- ACSM facilitated and led the 2006 roundtable discussion in Washington, D.C., that resulted in the creation of the 2008 Physical Activity Guidelines for Americans.
What if there was one prescription that could prevent and treat dozens of diseases, such as diabetes, hypertension and obesity?

—Robert E. Sallis, M.D., M.P.H., FACSM, Exercise is Medicine® Task Force Chairman
Regular physical activity at the correct intensity:

- Reduces the risk of heart disease by 40%.
- Lowers the risk of stroke by 27%.
- Reduces the incidence of diabetes by almost 50%.
- Reduces the incidence of high blood pressure, by almost 50%.
- Can reduce mortality and the risk of recurrent breast cancer by almost 50%.
- Can lower the risk of colon cancer by over 60%.
- Can reduce the risk of developing of Alzheimer’s disease by one-third.
- Can decrease depression as effectively as Prozac or behavioral therapy.
Effect of Fitness (CRF) on Mortality

Attributeable Fractions (%) for All-Cause Deaths
40,842 Men & 12,943 Women, ACLS


*cardio respiratory fitness
Joint Associations of CRF and % Body Fat with All-cause Mortality, ACLS Adults 60+

Death rate/1,000 person-years

Deaths
Fit
Unfit
Normal
Obese

Rates adjusted for age, sex and exam year

Sui M et al. JAMA. Dec 2007
### U.S. Physical Activity Guidelines

#### 150 minutes per week of moderate-intensity physical activity
- Choose your own schedule
- For example: 30 minutes of moderate-intensity exercise, five days per week OR three 10-minute sessions per day, five days per week

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<table>
<thead>
<tr>
<th>Age</th>
<th>No Chronic Conditions</th>
<th>Chronic Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children &amp; Adolescents (6-17)</td>
<td>60 minutes or more of physical activity every day (moderate* or vigorous**-intensity aerobic physical activity). Vigorous-intensity activity at least 3 days per week. Muscle-strengthening and bone-strengthening activity at least 3 days per week.</td>
<td>Develop a physical activity plan with your health care professional. Avoid inactivity. Refer to the [Your Prescription for Health series](<a href="https://www.cdc.gov/gethealth(amount)">https://www.cdc.gov/gethealth(amount)</a></td>
</tr>
<tr>
<td>Adults (18-64)</td>
<td>150 minutes a week of moderate-intensity, or 75 minutes a week of vigorous-intensity aerobic physical activity Muscle-strengthening activities that involve all major muscle groups performed on 2 or more days per week.</td>
<td>Develop a physical activity plan with your health care professional. Be as physically active as possible. Avoid inactivity. Refer to the [Your Prescription for Health series](<a href="https://www.cdc.gov/gethealth(amount)">https://www.cdc.gov/gethealth(amount)</a></td>
</tr>
<tr>
<td>Older Adults (65+)</td>
<td>Follow the adult guidelines, or be as physically active as possible. Avoid inactivity. Exercises that maintain or improve balance if at risk of falling.</td>
<td>Develop activity plan with health care professional. Refer to the [Your Prescription for Health series](<a href="https://www.cdc.gov/gethealth(amount)">https://www.cdc.gov/gethealth(amount)</a></td>
</tr>
</tbody>
</table>

*From the [2008 Physical Activity Guidelines for Americans](https://www.cdc.gov/physicalactivity/guidelines/)*
Exercise As Medicine

• Tremendous health benefits are seen with even low levels of exercise.

• Amount of exercise needed to benefit health is much lower than amount needed for fitness.

• Why isn’t this happening with exercise?
  – Lack of media advocacy.
  – No tangible success measures.
  – Health care providers are lacking the time to effectively counsel patients.
  – Health care providers may lack the proper training to effectively counsel patients about exercise.
  – No national reimbursement policy for referrals.
Patients look to their doctor first for advice on exercise and physical activity (25%).

Patients turn next to fitness and health web sites (24%).

Nearly two-thirds of patients (65%) would be more interested in exercising to stay healthy if advised by their doctor and given additional resources.

Four out of 10 physicians (41%) talk to their patients about the importance of exercise, but don’t always offer suggestions on the best ways to be physically active.

Survey conducted by ACSM
The Initiative


- Developed to encourage health care providers to include exercise when designing treatment plans for patients. Calls on all health care providers to prescribe exercise to their patients.

- Committed to the belief that exercise and physical activity are integral in the prevention and treatment of diseases, and should be assessed as part of medical care and integrated into every primary care office visit.
The Initiative

Vision

To make physical activity and exercise a standard part of a disease prevention and treatment medical paradigm in the United States.

Guiding Principles

• Exercise and physical activity are important to health and the prevention and treatment of many chronic diseases.

• More should be done to address physical activity and exercise in health care settings.

• Multi-organizational efforts to bring a greater focus on physical activity and exercise in health care settings are to be encouraged.
Exercise Is Medicine® will be a sustainable national initiative that:

1. Creates broad awareness that exercise is indeed medicine.

2. Makes "level of physical activity" a standard vital sign question in each patient visit.

3. Helps physicians and other health care providers to become consistently effective in counseling and referring patients as to their physical activity needs.

4. Leads to policy changes in public and private sectors that support physical activity counseling and referrals in clinical settings.

5. Produces an expectation among the public and patients that their health care providers should and will ask about and prescribe exercise.

6. Appropriately encourages physicians and other health care providers to be physically active themselves.
Call to Action

- Initiate a dialogue between health care providers, fitness professionals and their patients.
- Ensure that exercise is front and center in the national discussion on disease prevention, health and wellness.
- Physical activity should be recorded as a vital sign.
- Health care providers simply can no longer ignore the evidence on the benefits of exercise.
- Message should be the same from every provider, regardless of specialty.

EXERCISE READINESS & PRESCRIPTION

Currently Exercising:  
Type(s) of Activity:  
Intensity:  
(Duration:  
Frequency:  

PATIENT'S STATE OF CHANGE

Pre-contemplation (patient not ready to exercise)  
Contemplation (patient思索it is beginning to exercise)  
Preparation (patient is exercising consistently but optimally)  
Action and Maintenance (patient exercising recommended amount)  

PHYSICIAN'S RECOMMENDATIONS

Aerobic Exercise  
Strength Exercise  
Flexibility Exercise  
Sports Exercise  

Referral to Exercise/Sports Professional

PHYSICAL ACTIVITY GUIDELINES & RECOMMENDATIONS

Adults aged 18-64 with no chronic conditions: 150 minutes per week of moderate-intensity physical activity through 30 minutes of exercise five days per week. Plus muscle-strengthening activities that involve all major muscle groups performed on 2 or more days per week.

For more information, visit www.acom.org/physicalactivity.
Calling on physicians to assess and review every patient’s physical activity program at every visit.

Physicians
Learn more

Health & Fitness Professionals
Learn more

Public
Learn more

Media
Learn more

Policy Makers & Advocates
Learn more

Supporting Organizations
Learn more

Start the conversation with your physician to improve your health and wellness.

Advocacy to support physical activity counseling and referrals.

Working together to advance the cause of Exercise is Medicine.

Home | Physicians | Health & Fitness Professionals | Public | Media | Policy Makers & Advocates | Supporting Organizations | About EIM | Contact Us | Join Us | Resources

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www.ExerciseisMedicine.org
The Health Care Provider’s Toolkit provides physicians and other health care providers with a simple, fast, and effective tool for using physical activity, in the right “dosage”, as a highly effective prescription for the prevention, treatment, and management of more than 40 of the most common chronic health conditions encountered in primary practice.

**Toolkit Highlights**

- Exercise Prescription and Referral Process document
- Exercise Readiness and Prescription Pad
- Starting an Exercise Program patient handout
- Your Prescription for Health series
- Physician office flier
1. Determine patient’s current level of activity and willingness to exercise.

2. Determine if patient is fit to exercise independently and what type of fitness professional would be best for referral.

3. Depending on patient’s stage of change, take appropriate action by referring patient to educational material, writing exercise prescription, and/or referring patient to fitness professional.

Referral

• Time and expertise are factors in the prescription and referral process.

• Studies show a patient will continue an exercise program longer if working with a fitness professional.

• Fitness professional can provide feedback to the health care provider.
Referrals to Fitness Professionals

How should I work with fitness professionals?

- ACSM ProFinder; online at www.acsm.org
- NCCA-accredited associations; www.noca.org
The Fitness Professional’s Toolkit provides health and fitness professionals with a guide for how to work effectively with health care providers to use exercise and physical activity, in the correct “dosage”, as a highly effective patient care “prescription.”

**Toolkit Highlights**

- How to Work with Health Care Providers document
- Introductory Letter to Health Care Providers
- Health and Medical Questionnaire
- Fitness Assessment
- Informed Consent
- Cancellation Policy
- Starting an Exercise Program handout
- Your Prescription for Health series
The Public Action Guide provides you with a simple, fast and effective tool for using exercise as a ‘medicine’ to help prevent or manage many of the most common chronic health conditions. It will also help you approach your health care provider to discuss physical activity as a part of a disease prevention and management strategy.

Guide Highlights

• Meeting the Guidelines and Starting an Exercise Program
• My Exercise Plan
• Questions and Answers
• Exercise is Medicine® Month
• Note to Health Care Providers
Follow these guidelines to meet the basic physical activity recommendations after consulting your health care professional.

From the 2008 Federal Physical Activity Guidelines for Americans.

For more information on these guidelines, visit [www.acsm.org/physicalactivity](http://www.acsm.org/physicalactivity).
The first step in meeting any recommendation for how much exercise to do is to simply get started with an activity that will work for you. These tools will help you in assessing your health, figuring out your barriers to exercise and working through some of the challenges to sticking with a program. Visit [www.myexerciseplan.com/assessment](http://www.myexerciseplan.com/assessment) to find these free tools.

**Pre-Exercise Health Assessment**
The pre-exercise health assessment will give you an idea of what factors increase your risk for exercise-related illness or injury. You can share these results and the recommended exercise program with your personal physician.

**Barriers to Exercise Assessment**
The barriers to exercise assessment will help you discover what specific obstacles are getting in the way of a consistent exercise habit. It assesses seven different areas of potential barriers and provides you with solutions to overcoming your specific challenges.

**Additional Tools for Success**
- **Exercise Time Finder**
  - Filling your schedule on paper allows you to see when you can fit in exercise, and makes you more likely to stick to a plan.
- **Self-Assessment**
  - Map out your goals and plan, and sign an agreement with yourself to begin or continue exercising.
- **Keep It Simple**
  - Pick exercises that are easiest and the most enjoyable for you.
    - **Basic Bodyweight Strength Program**
    - **Basic Stretching Program**
- **Create a Ritual**
  - Write down your plan to make exercise a daily routine in your life.
- **Cost/Benefit Analyzer**
  - Examine costs and benefits of regular exercise vs. inactivity.

To customize your exercise plan and to receive ongoing support, visit [MyExercisePlan.com](http://www.MyExercisePlan.com).
Note to Health Care Providers

Share this resource with your health care provider during your next annual checkup or scheduled visit.

Dear Health Care Provider,

What if there was one prescription that could prevent and treat dozens of diseases, such as diabetes, hypertension and obesity? Would you prescribe it to your patients? Certainly.

The Exercise is Medicine™ initiative is a shared vision of the American College of Sports Medicine and the American Medical Association, designed to help improve the health and well-being of our nation through a regular physical activity prescription from doctors and other healthcare providers.

We are calling on health care organizations, health care providers and other professionals, regardless of specialty, to adopt this evidence-based, and to advocate for, and to review every patient’s physical activity program during every comprehensive visit.

Visit the Exercise is Medicine™ Web site (www.exerciseismedicine.org) for additional information. You will find a more detailed description of the initiative, ways you can counsel patients on their exercise regimen and information on how physical activity can be an integral part of any patient’s health care program.

We urge you to make exercise consultation a regular, important part of your interaction with every patient at every visit.

Please feel free to contact us with any questions or concerns.

Sincerely,
The Exercise is Medicine™ Task Force

Exercise is Medicine™ Resources for Health Care Providers

- The Exercise is Medicine™ Toolkit provides physicians and other healthcare providers with a simple, fast, and effective tool for using physical activity, in the right “dose,” as a highly effective prescription for the prevention, treatment, and management of more than 42 of the most common chronic health conditions encountered in primary practice.
- The Exercise Prescription and Wellness Program document is the core of the Toolkit and will explain how to either quickly write a prescription for your patient or else refer him to a qualified health and fitness professional.
- Use the Exercise and Readiness Prescription Pad to either give your patient a physical activity prescription or to refer them to a health and fitness professional.
- If your patient is healthy, print out and give him a Starling an Exercise and Readiness Program Patient Handout.
- If your patient has a chronic health condition, look at the Your Prescription for Health series to see if your patient’s condition is included in this series and, if it is, print out and give them the appropriate patient handout on how to safely exercise with their condition. This series has been reviewed by experts from the American College of Sports Medicine.

www.exerciseismedicine.org
The Action and Promotion Guide provides action steps about how to incorporate physical activity into every day life. In this guide, you’ll also find tips and tools to plan your own Exercise is Medicine® local event or activity during Exercise is Medicine Month in May or throughout the year, including a PowerPoint slide deck.

Guide Highlights

• How to Organize Your Campaign
• Working with the Media and Media Toolbox
• EIM for Schools
• EIM in the Workplace

HOW TO ORGANIZE YOUR CAMPAIGN

Sign Up
- Are you planning an event or activity? Let us know! Click here to sign up.

Take Action
- Download the Exercise is Medicine™ Public Action Guide and share with family, friends, and coworkers.
- Encourage your local newspaper to write a story about the importance of physical activity. Use pages 12-14 of this guide as a reference.
- Talk to your child’s school teacher and educate teachers about the Youth Fitness Program and Project Aces (see page 16 of this guide for more information).
- Use the PowerPoint slide deck (page 17 of this guide) as a presentation resource for community events.
- Be proactive in your community by introducing Exercise is Medicine™ resources at various events. Community outreach suggestions:
  - Health fairs
  - Public education events
  - Workplaces
  - Public libraries
  - Public school physical education classes
  - Health centers
  - Town hall meetings
  - Walk/bike-run events
  - Fundraisers
  - Award presentations
“Your Prescription for Health” series

• Provides information and advice on exercising safely with health conditions

• Physicians and fitness professionals can recommend these to their patients/clients during visits.

• Available for download online.

Exercising Following Coronary Artery Bypass Surgery
Exercising Following a Heart Attack
Exercising Following a Stroke
Exercising while Losing Weight
Exercising with Alzheimer's
Exercising with Anxiety and Depression
Exercising with Atrial Fibrillation
Exercising with Cancer
Exercising with Low Back Pain
Exercising with Peripheral Arterial Disease
Exercising with Visual Impairment

http://www.exerciseismedicine.org/YourPrescription.htm
Physician Office Flyer

- Available online for download and printing
- Useful for health care settings as well as with the general public
The American College of Sports Medicine (ACSM) has partnered with the United States' Office of the Surgeon General to create public service announcements (PSAs) promoting Exercise is Medicine®. The PSAs will feature Dr. Regina Benjamin, US Surgeon General and Honorary Chair of EIM and a message encouraging physical activity.
Exercise is Medicine specifically for Colleges and Universities.

A comprehensive action guide with resources and information on how to implement Exercise is Medicine on a college or university campus is available for download. Program can be customized to fit the resources and needs of any campus, with the goal of helping students, faculty and staff develop and sustain healthy behaviors that will last a life time.
Help Exercise is Medicine celebrate physical activity during May for Exercise is Medicine Month!

A comprehensive Actions and Promotions toolkit with resources and information is available for download. To promote Exercise is Medicine Month and the wide array of benefits physical activity has to offer, contact your local officials. Tell them about the importance of getting the public active, and encourage them to sign a mayoral proclamation or governor’s proclamation for Exercise is Medicine Month.

Visit Exercise is Medicine Month online at www.exerciseismedicinemonth.org!
Exercise is Medicine as a Global Initiative

- Physical inactivity and chronic disease are not problems of just the United States.

- EIM has garnered interest from health care providers, policy makers and advocates from around the globe.

- Launched as a Global Initiative at the Inaugural World Congress on Exercise is Medicine, held June, 2010 in Baltimore, Maryland.

- Working with global partners to develop Regional Centers and National Task Forces.
Regional Centers

- Establish 6 Regional Centers to serve as the local experts on EIM
  - North America
    - Indianapolis, IN
  - Latin America
    - Bogota, Columbia
  - Australia
    - Brisbane, Queensland
  - Europe
    - Lisbon, Portugal
  - Africa
    - Johannesburg, South Africa
  - Asia

- Empower Regional Centers to create national task forces in their area
National Task Forces

• Establish a national task force for each interested country

• Develop bylaws for task forces to allow them to operate within their country but maintain ACSM level of quality

• Will include multi-organizational and multi-focus partners:
  – National primary care or specialty medical associations
  – National sports medicine associations
  – Government department or agency
  – other institutions or organizations that the NTF considers necessary for success
Future Goals of Exercise is Medicine

- Introduce legislation for counseling reimbursement.
- Influence national policy (e.g. exercise as a HEDIS measure).
- Influence medical electronic/health record companies to include exercise as a vital sign.
- Organize, increase research to show efficacy of exercise counseling and exercise, and cost effectiveness of exercise.
- Introduce exercise into US medical school curricula.
- Expand the roles and contributions of Exercise is Medicine in improving global patient and public health through serving and connecting worldwide with individuals, organizations and countries.
THANK YOU!

If you are interested in learning more about Exercise is Medicine, please contact

Ellen Burton
Program Officer for Exercise is Medicine
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317-352-3818