Creation of an **ACSM Exercise is Medicine On Campus** Program at the University of Wisconsin – Madison

The Exercise is Medicine – On Campus (EIM-OC) initiative encourages faculty, staff, and students to work together to improve the health and well-being of the campus community through 4 key steps:

1. Making movement a part of the daily campus culture
2. Assessing physical activity at every student health visit
3. Providing students the tools necessary to strengthen healthy physical activity habits that can last a lifetime
4. Connecting university health care providers with university health fitness specialists to provide a referral system for exercise prescription.

**Our leadership team**

Lisa Cadmus-Bertram, Ph.D.
Assistant Professor
Department of Kinesiology
EIM-OC Faculty Lead

Lori Devine
Asst. Director of Fitness/Wellness
Division of Recreational Sports

Bill Kinsey, M.D.
Chief Medical Officer
Undergraduate Health Services

Alex Hendrickson
Undergraduate Representative

McCasalin Gorman
Undergraduate Representative

**Progress to date:**

- Formation of team and establishment of monthly meeting structure
- Registration with ACSM and application for recognition
- Identification of areas of current strength and opportunities for growth
- Determination of campus-specific goals and approach

**Next steps for 2018:**

- Form partnerships with student organizations that serve key minority groups at risk for low physical activity participation
- Pursue system-wide recognition of October as EIM month across all 26 University of Wisconsin campuses
- Understand the needs of the subgroup of students who do not engage with RecSports resources or participate in regular physical activity, and develop strategies to engage this group
- Use the Exercise is Medicine approach to reinforce and extend the physical activity promotion efforts conducted by Undergraduate Health Services

**UW EIM Goals:**

To leverage the strengths of our campus to promote the 4 objectives of ACSM EIM-OC, in our student population. Specifically, we aim to (1) develop new strategies to engage the most inactive subgroup of our students and (2) understand and reduce disparities in physical activity participation among our minority students at greatest risk for physical inactivity.