

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

## SBM Leadership Institute Project

Lisa Cadmus-Bertram, PhD



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



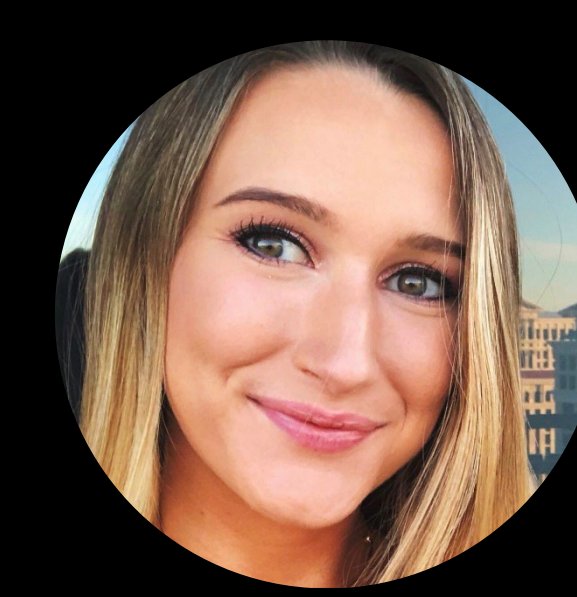
Lori Devine  
Asst. Director of Fitness/Wellness  
Division of Recreational Sports



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

