

Exercise is Medicine at Penn State

Leveraging the Commonwealth
Network for Public Health Programming



Exercise
is Medicine[®]
On Campus

Penn State University,
University Park

Introduction

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What is Exercise is Medicine?



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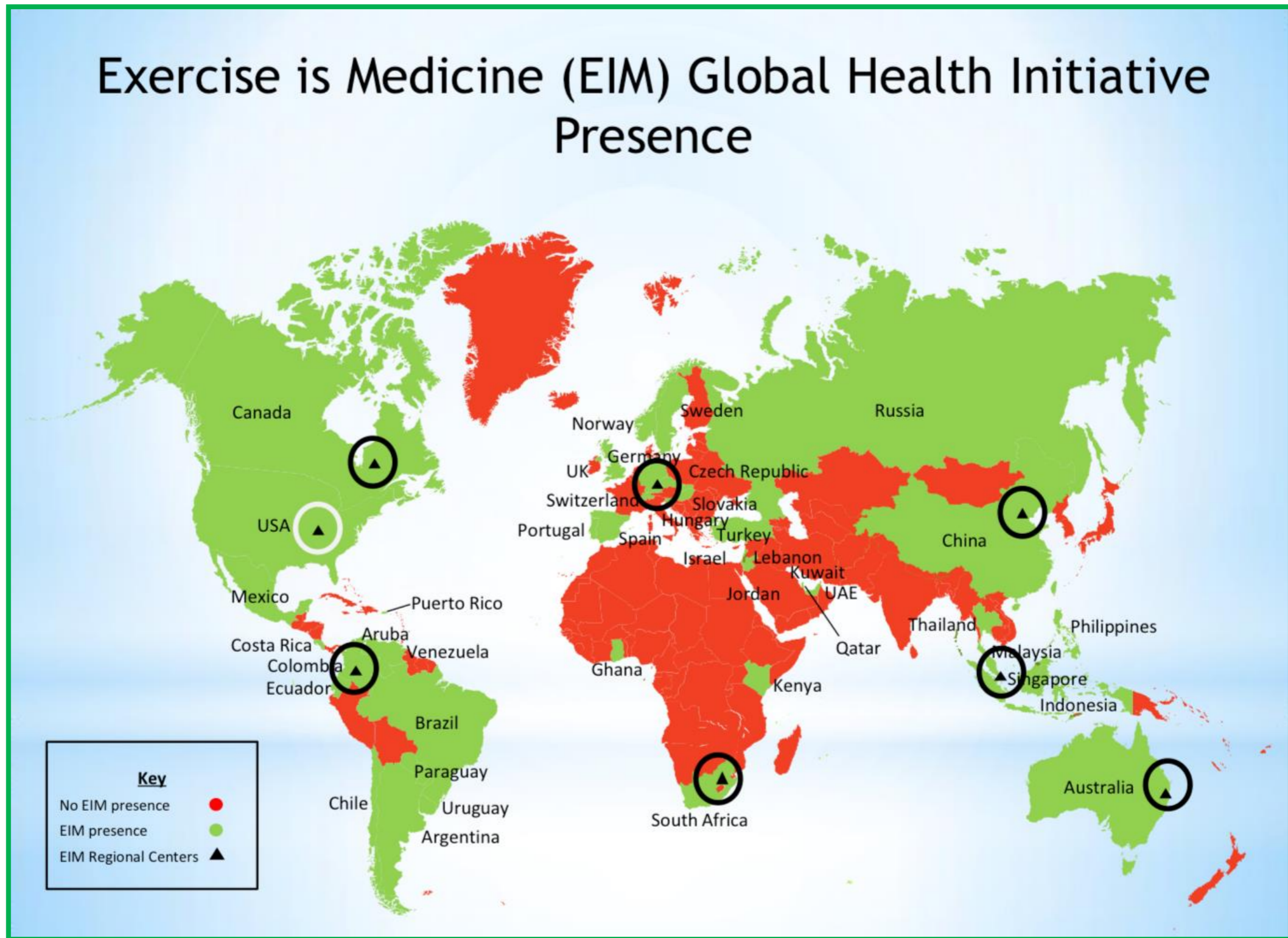
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What is Exercise is Medicine?

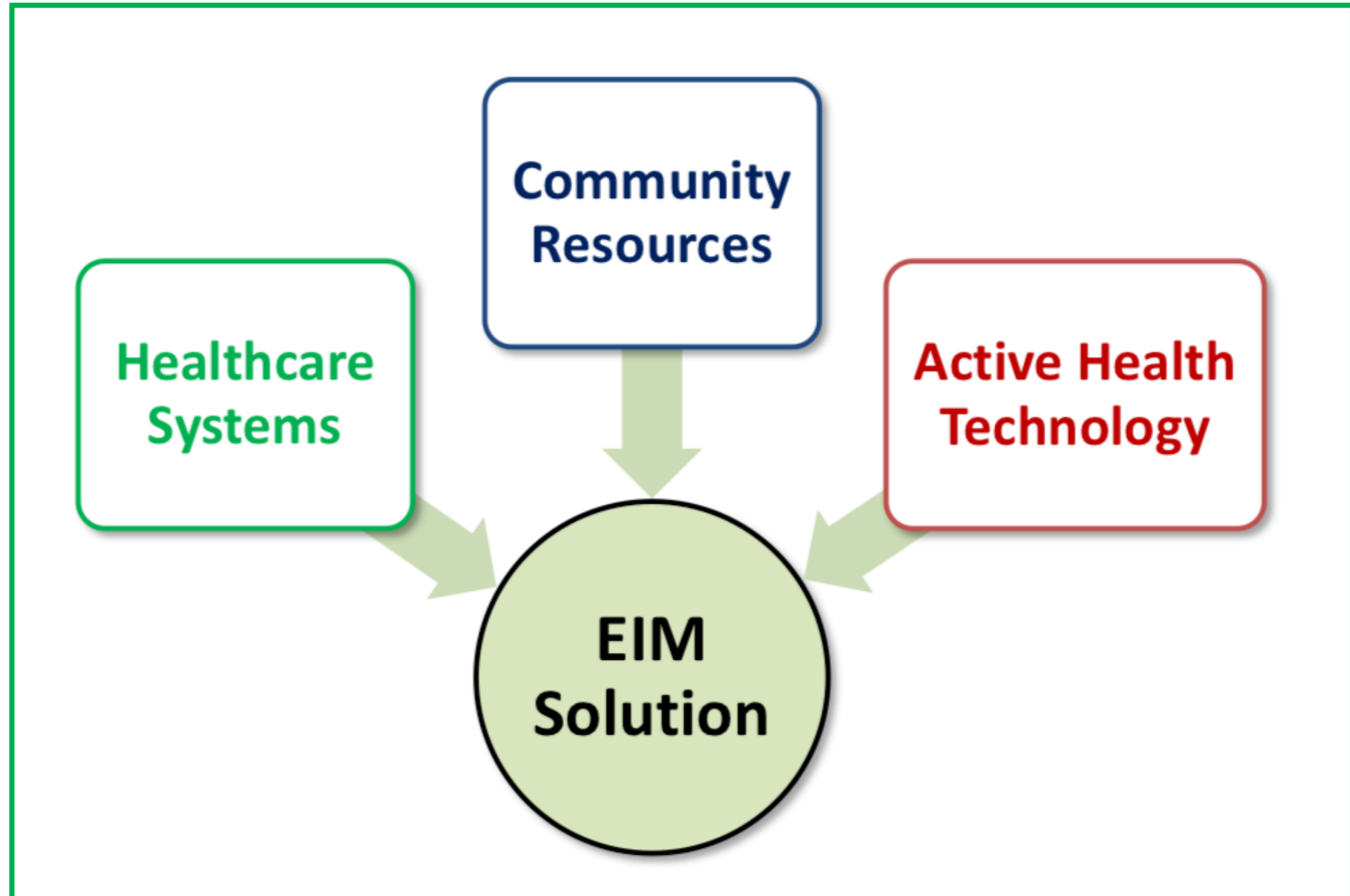
- Exercise is Medicine (EiM) started in 2007
 - Joint effort b/w American College of Sports Medicine (ACSM) and the American Medical Association (AMA)
 - **Goal: make physical activity prescription and assessment a key part of the medical paradigm**
- Currently there are seven regional centers and 43 national centers across the globe promoting EiM
- Multiple divisions of EiM - communities, hospitals/providers, and campuses

A Global Movement

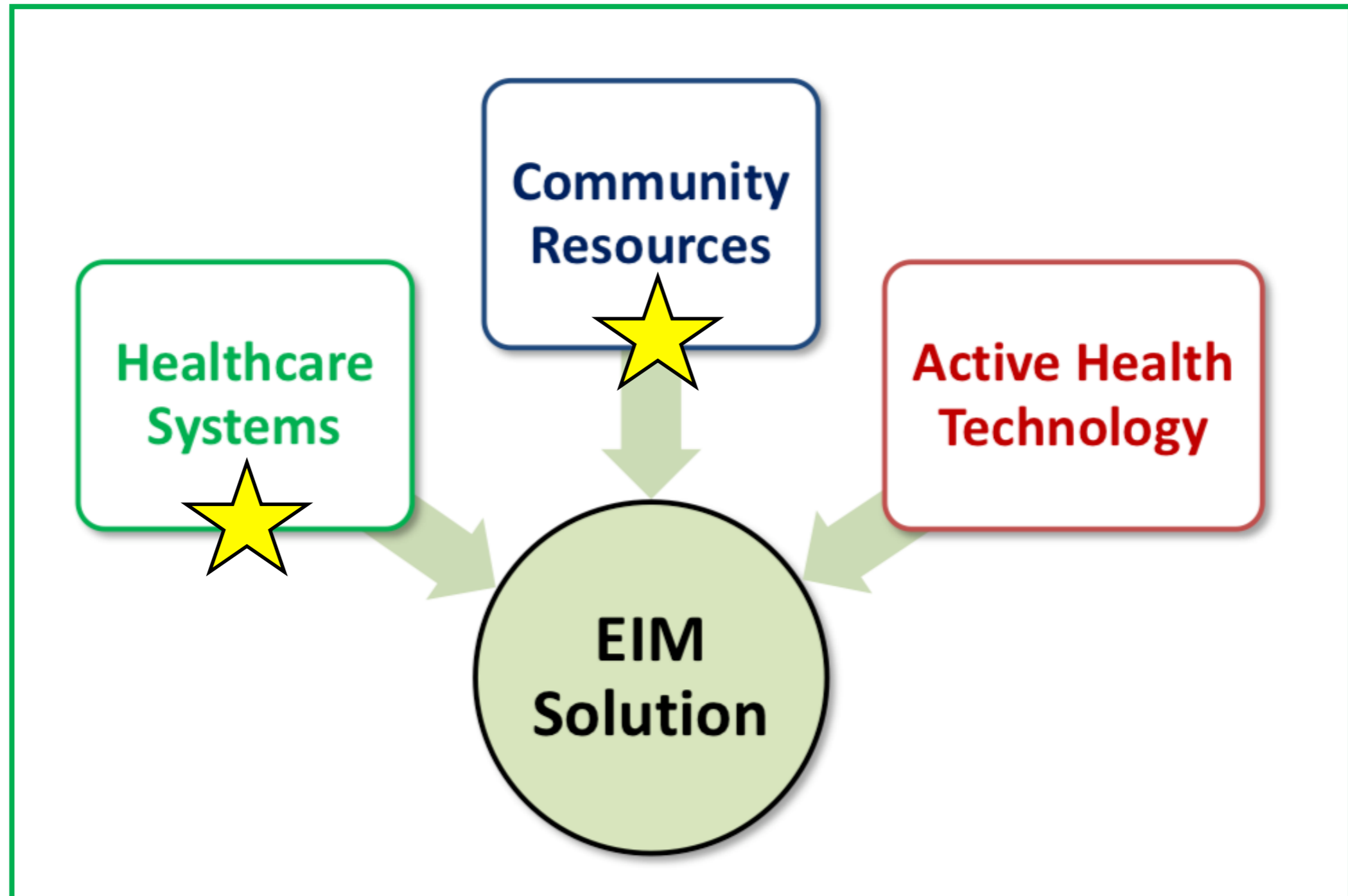
Exercise is Medicine (EIM) Global Health Initiative Presence



The EIM Solution



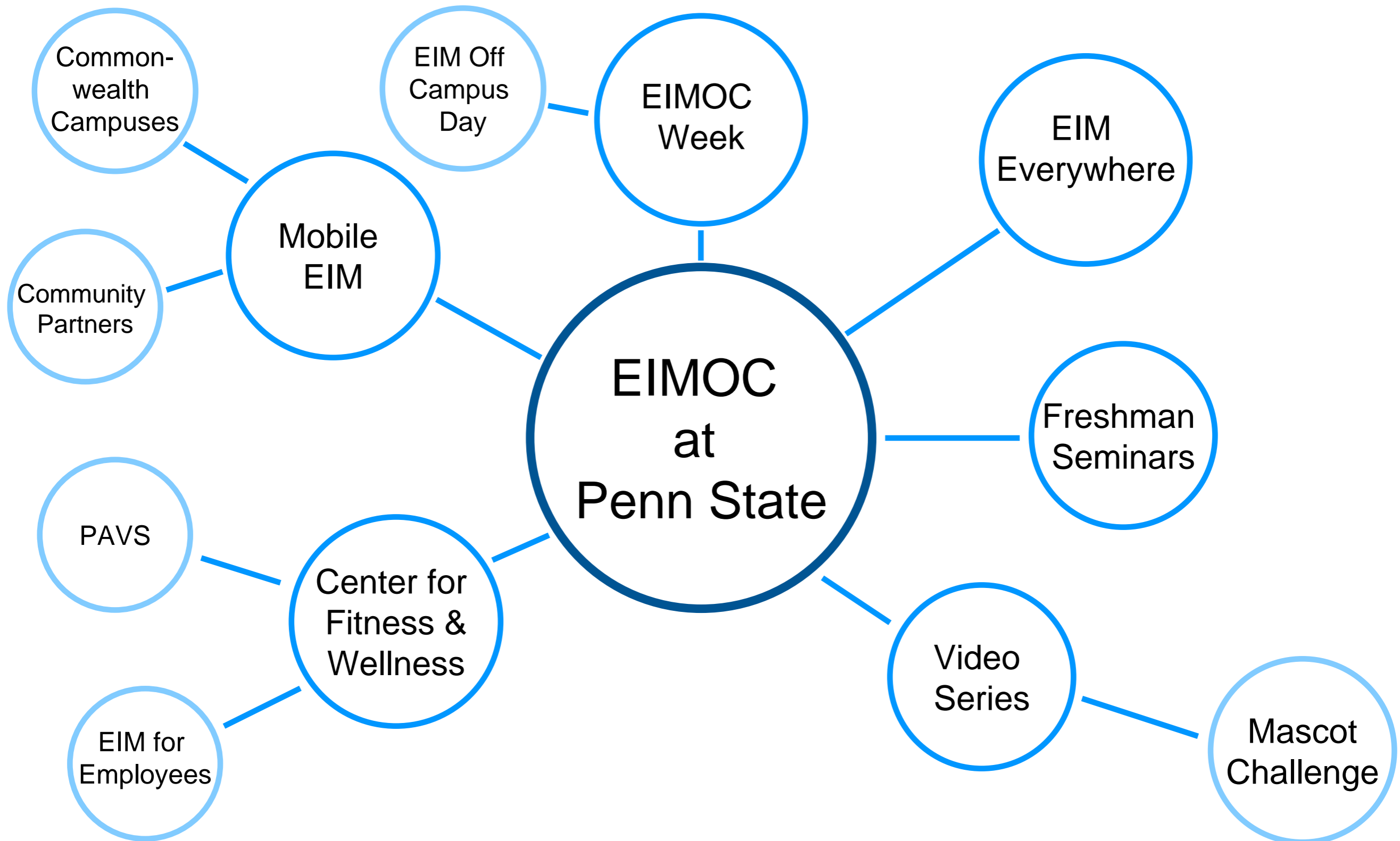
The EIM Solution



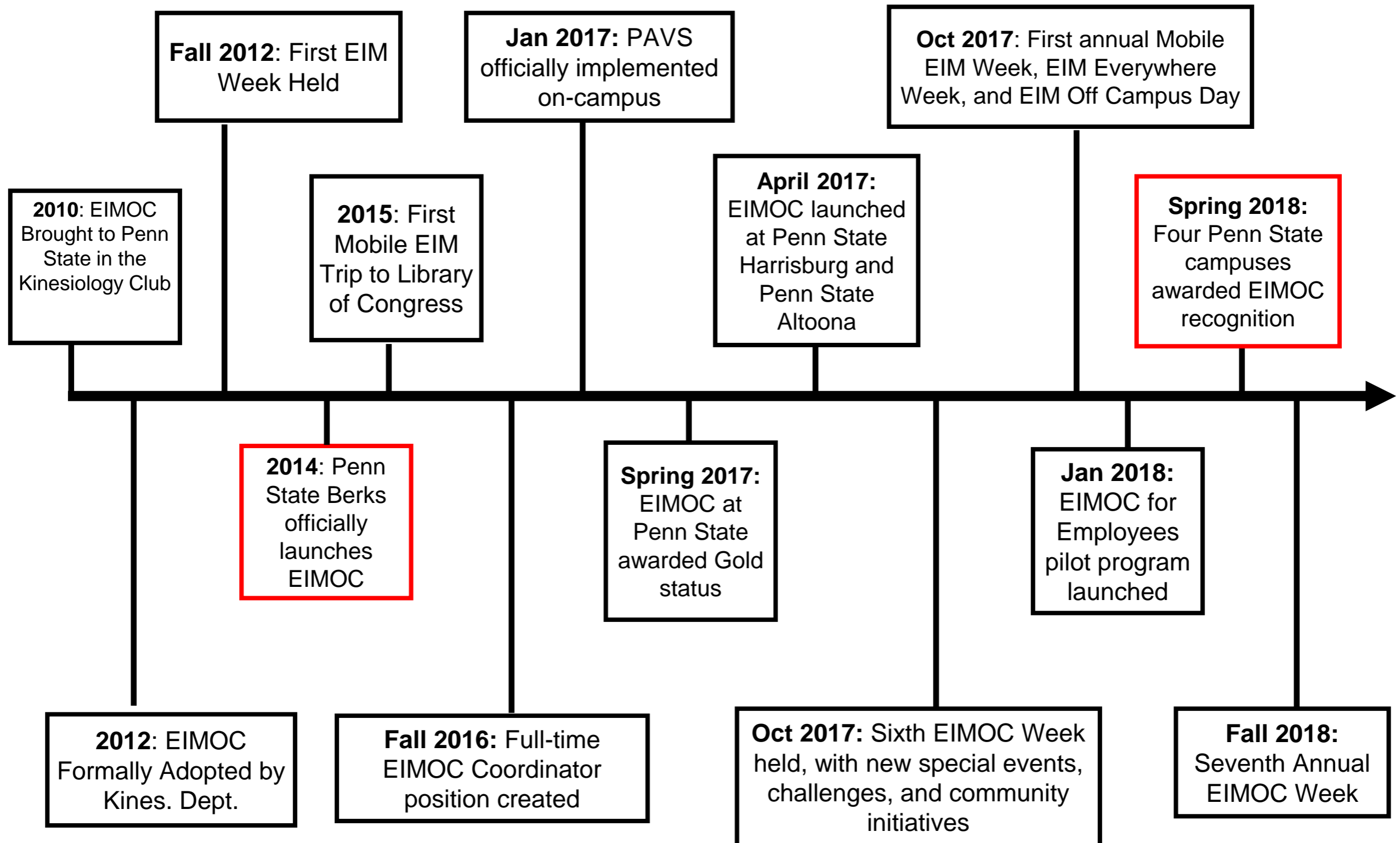
EIMOC at Penn State

- Brought to Penn State in 2010 by students in the Kinesiology Club
- Formally adopted into the Department of Kinesiology in 2012
- **Goal: Every Penn State student should graduate with a functional understanding of the importance of life-long physical activity and healthy living.**
 - Next step: Expanding programming to service faculty/staff and reach across the commonwealth
- University Park operates as the hub for EIMOC, with independent yet affiliated programs developing at commonwealth campuses

EIMOC at Penn State Program Overview



EIMOC at Penn State Timeline



Penn State Overview

- 20 undergraduate campuses, 1 medical school, 1 technical school, 2 law schools



Penn State Overview

- 8 Campuses participating in EIMOC initiatives
- 4 formally recognized as of 2018 (University Park, Berks, Harrisburg, Hershey)



EIMOC Week

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- **Outdoor exercise & educations set up for one week each fall**
 - Different location each day
 - Scheduled to align with Homecoming week
- **Challenges, prizes, & give-aways each day**
 - Competitions with other EIMOC Campuses
- **Each night features a special event**
 - Free workouts, Outdoor Yoga, etc
- **Numerous on- and off-campus partners**
 - University Health Services, Penn State Health Promotion & Wellness, Campus Recreation, Outdoor Adventures, Crossfit Club, Powerlifting Club, THON, and more



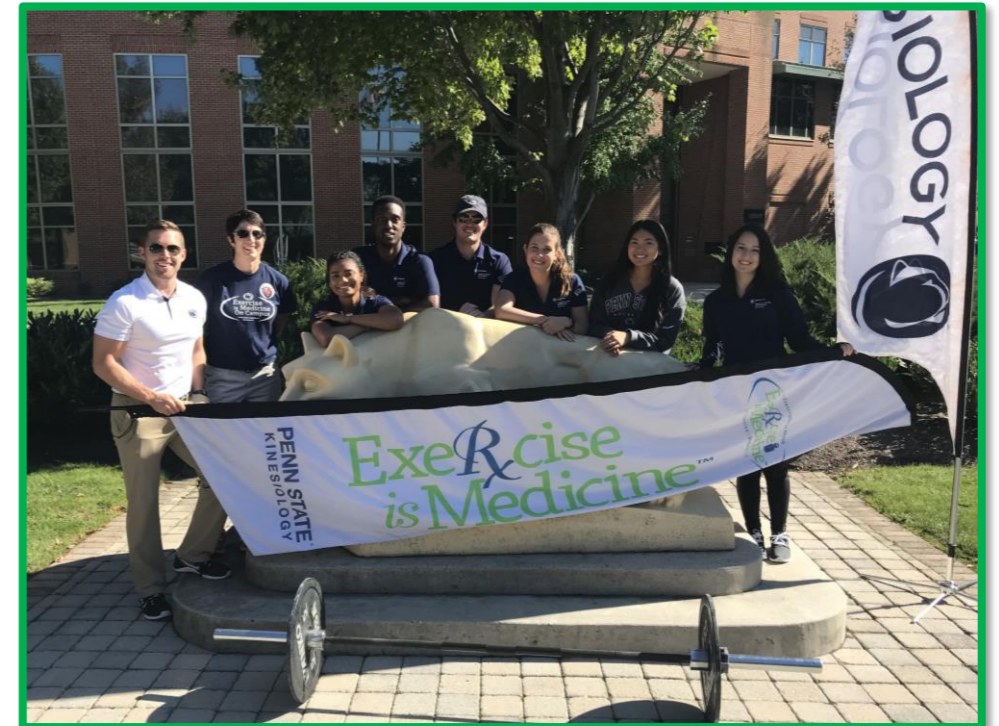
EIMOC Week

- **EIM Week begins with the Dean's Walk**
- Faculty, staff, and students throughout the University gather to kick off EIM Week and walk 1 mile around campus
- Lead by the Dean of HHD
- **Harrisburg & Hazleton have also held Dean's/Chancellor's walks**



Mobile EIM Week

- **Mobile EIM Week**
 - EIMOC group from UP travels to commonwealth locations to promote EIM
 - Commonwealth campuses & non-university locations
 - Health assessments, health education, EIMOC guidance
 - Often serves as a launch for commonwealth programs



EIM Everywhere Week

- **EIM Everywhere**
 - Alumni engagement initiative
 - Any alumni who exercises throughout EIMOC Month & tags us on social media gets entered to win
 - Prizes include PSU Merchandise gift cards, t-shirts, etc.
 - Alumni engagement gets noticed by administrators



[/PSUEiM](https://www.facebook.com/PSUEiM)



[@PennStateEiM](https://twitter.com/@PennStateEiM)



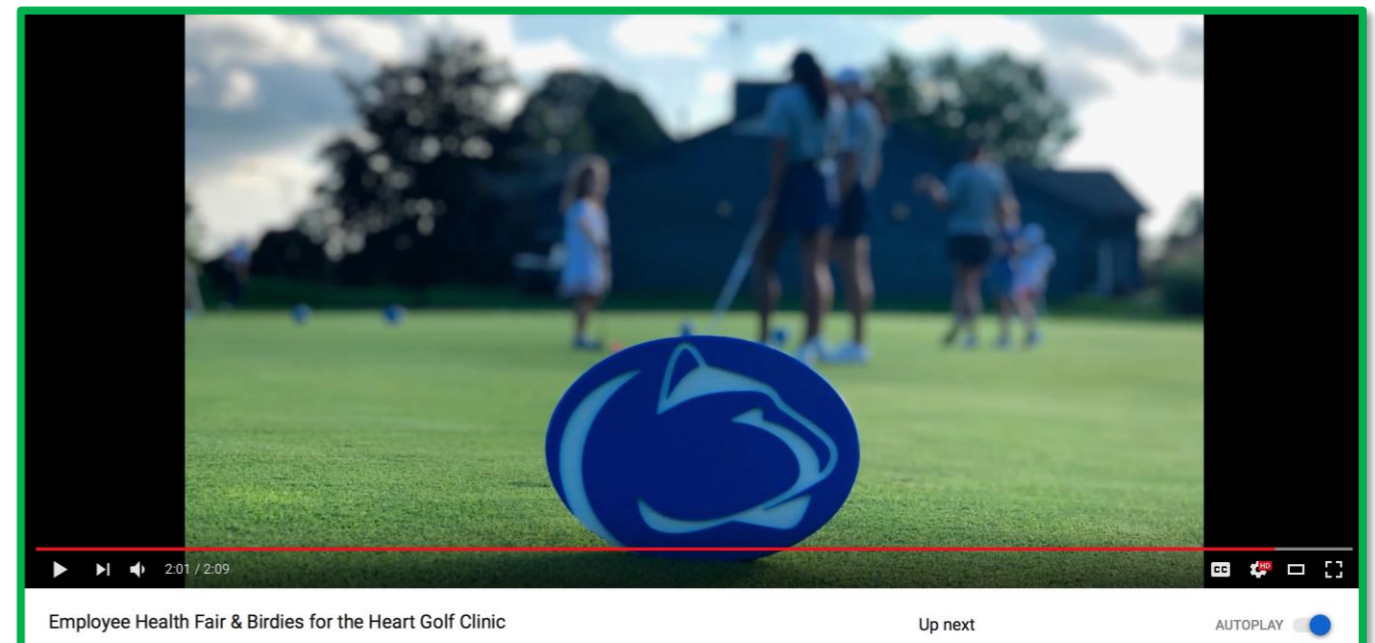
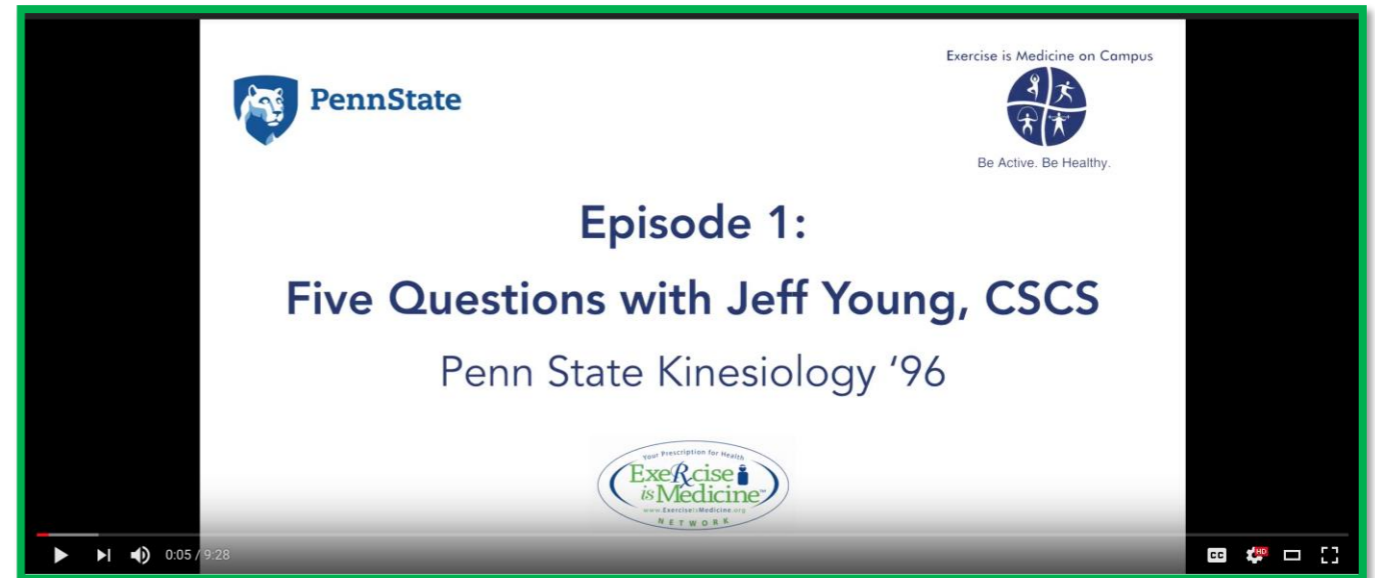
[@PennStateEiM](https://www.instagram.com/@PennStateEiM)

EIMOC Video Series

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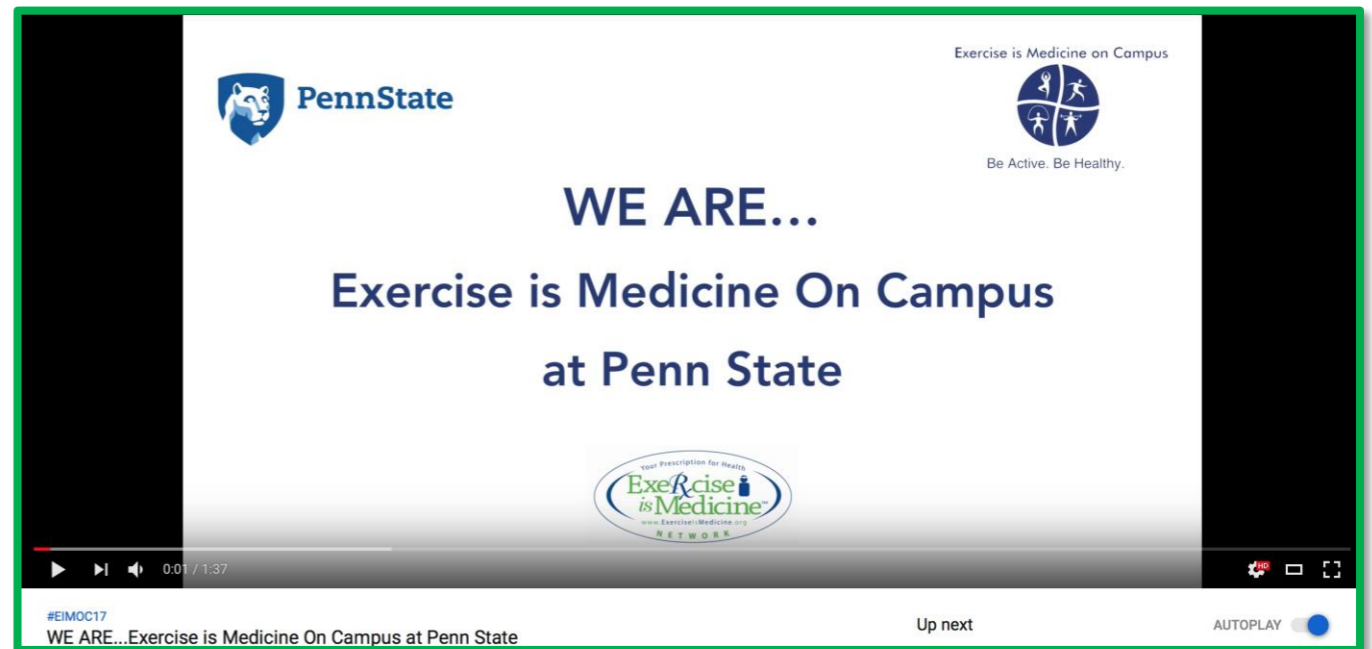
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- Video highlights of EIMOC events
- Interviews with alumni on applying EIM in their careers
- Exercise how-to videos for Instagram
- Provides ready resources to promote the program on-the-fly



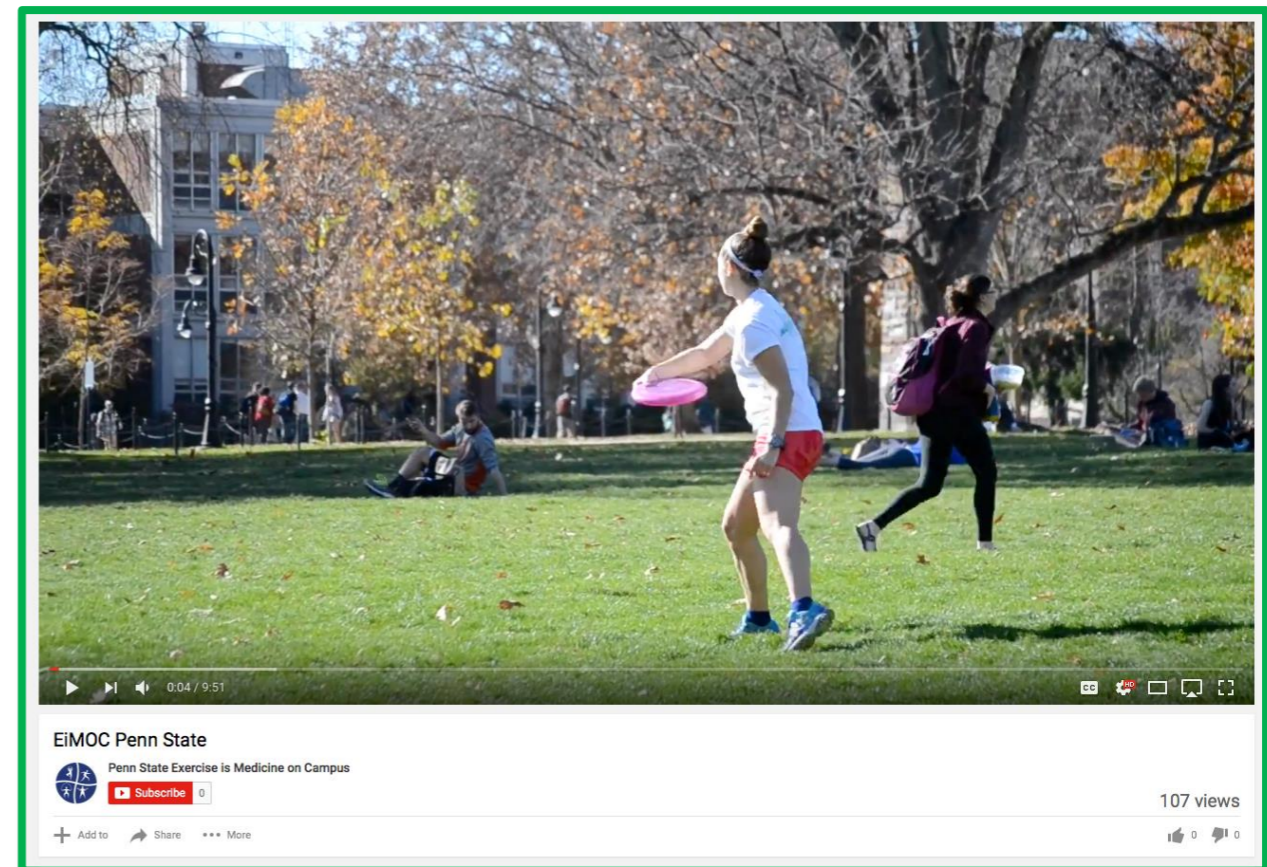
EIMOC Mascot Challenge

- **ACSM Mascot Challenge**
 - Annual competition
 - Competition among EIMOC campuses
 - Create a 60-second video with mascot highlighting EIM components
 - Voting on YouTube, winner receives ACSM grant
 - UP won 2017-18
- **Funded our Mobile EIM trips 2018-2020**




EIMOC and Freshman Seminars

- **Freshman Seminars**
 - EIMOC interns visiting Freshman Seminar classes to discuss the opportunities to get and stay active at Penn State
 - 10-minute video highlighting all of the resources available to students relative to exercise and physical activity
- Working to replicate at all campuses



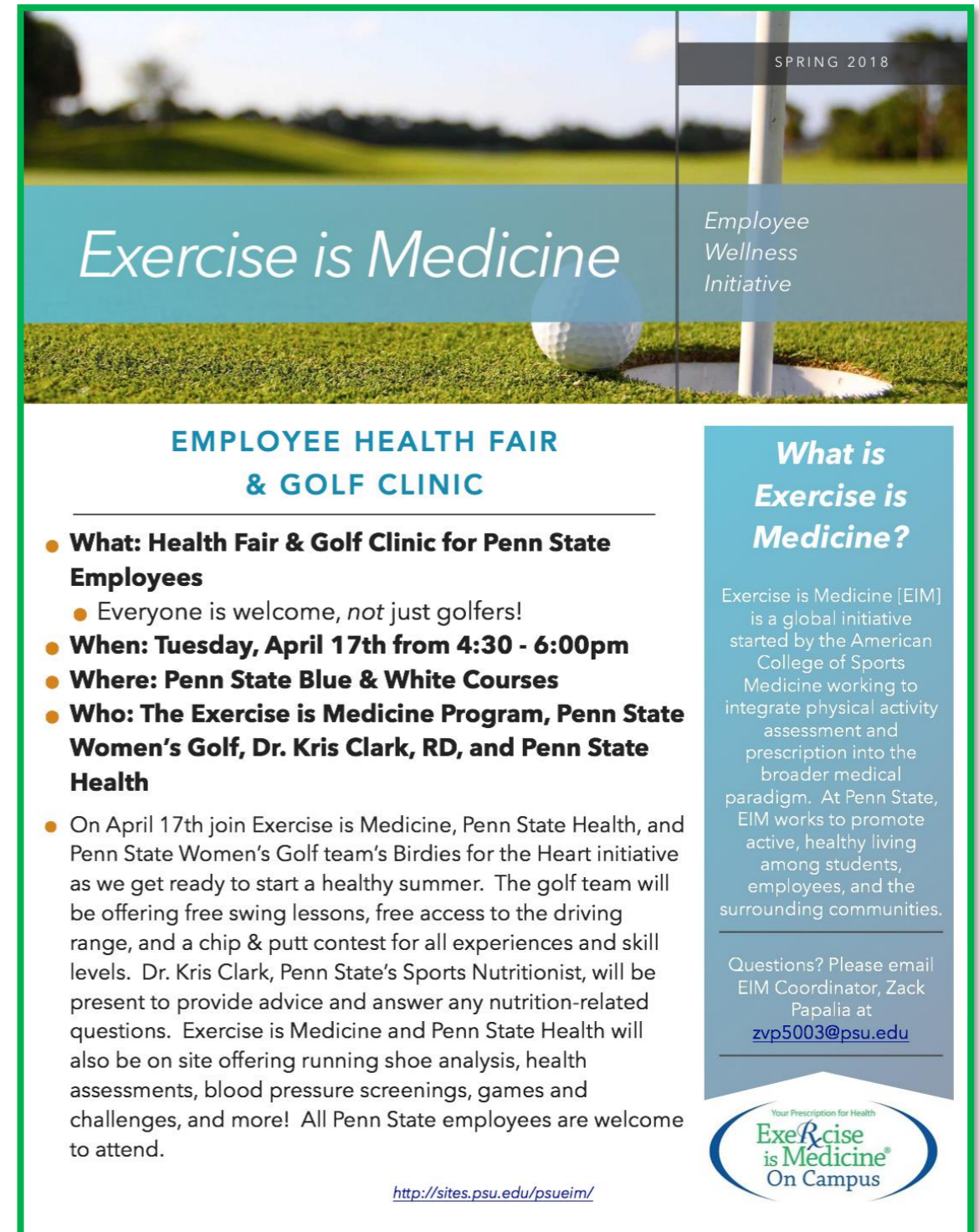
EIMOC for Employees

- Pilot Program launched January 2018
 - Wellness Scrabble
 - Health Fairs across campus
 - Weekly Newsletters
 - Athletics Partnerships
- Hoping to expand this to other campuses in the near future
- Partnering with LionPulse, Penn State PRO Wellness

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EIMOC for Employees

- **Programming Example: Health Fair**
- Partnership with Penn State Women's Golf & Penn State Health
- Free swing clinic, chip/putt contest, driving range access
- Health assessments & education
- Heart-healthy nutrition advice by PSU Athletics Nutritionist



SPRING 2018

Employee Wellness Initiative

Exercise is Medicine

EMPLOYEE HEALTH FAIR & GOLF CLINIC

- **What: Health Fair & Golf Clinic for Penn State Employees**
 - Everyone is welcome, *not* just golfers!
- **When: Tuesday, April 17th from 4:30 - 6:00pm**
- **Where: Penn State Blue & White Courses**
- **Who: The Exercise is Medicine Program, Penn State Women's Golf, Dr. Kris Clark, RD, and Penn State Health**
- On April 17th join Exercise is Medicine, Penn State Health, and Penn State Women's Golf team's Birdies for the Heart initiative as we get ready to start a healthy summer. The golf team will be offering free swing lessons, free access to the driving range, and a chip & putt contest for all experiences and skill levels. Dr. Kris Clark, Penn State's Sports Nutritionist, will be present to provide advice and answer any nutrition-related questions. Exercise is Medicine and Penn State Health will also be on site offering running shoe analysis, health assessments, blood pressure screenings, games and challenges, and more! All Penn State employees are welcome to attend.

<http://sites.psu.edu/psueim/>

What is Exercise is Medicine?

Exercise is Medicine [EIM] is a global initiative started by the American College of Sports Medicine working to integrate physical activity assessment and prescription into the broader medical paradigm. At Penn State, EIM works to promote active, healthy living among students, employees, and the surrounding communities.

Questions? Please email EIM Coordinator, Zack Papalia at zvp5003@psu.edu

Your Prescription for Health
Exercise is Medicine®
On Campus

EIMOC and the PAVS

- Implementing the Physical Activity Vital Sign (PAVS) by on-campus healthcare providers is a major tenant of National EIMOC
- **CAPS and UHS have both agreed to implement PAVS**
- Developing referral systems between CAPS/UHS and the Center for Fitness and Wellness
 - CFW will provide fitness assessments, exercise programming

What is the Center for Fitness and Wellness?

- Part of the Department of Kinesiology
- Health assessments for students, faculty, and staff
- Health education
- Internship location for ~24 undergrads per semester
 - Not just Kinesiology
- Developing employee health programming
- Creating standardized protocols to recreate at commonwealth campuses

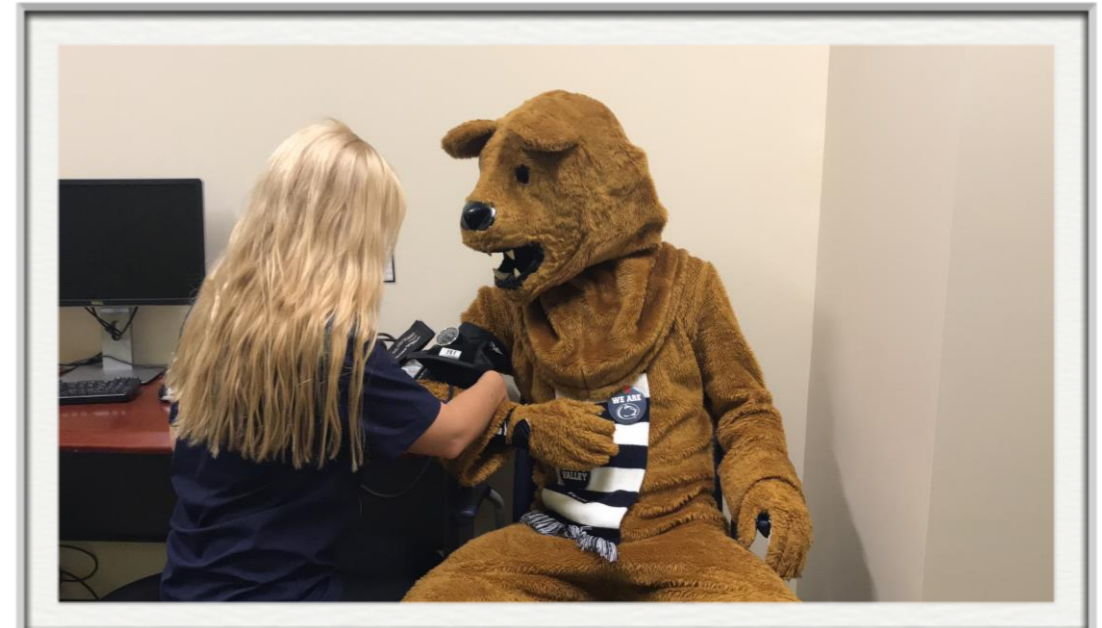
Health Assessments

- **Two main appointment types**
 - **Fitness Assessment**
 - Medical history, exercise risk, blood pressure, height, weight, body comp, aerobic capacity, muscular strength/endurance, flexibility/mobility
 - **Blood-panel**
 - Total Cholesterol, LDL, HDL, Triglycerides, glucose, A1c
- Free for many students, \$13/\$29 otherwise



Health Education

- Every client consulted on their results following each appointment
- Provided with summary of results and explanation of each metric
- Referrals to Healthy PSU when appropriate
- Additional resources in development



EIMOC Recognition

- ACSM and EIMOC recognize participating campuses every year at the Annual Meeting
- Three recognition levels:
 - **Bronze:** Program focus on PA promotion and awareness
 - **Silver:** Program focus on PA education on campus and in the community
 - **Gold:** Program focus on implementing the EIM Solution - integrating EIM with medical providers.
 - Physical Activity Vital Sign

EIMOC Recognition

- Penn State is the only University in the world with multiple campuses recognized
 - UP - Gold
 - Berks - Gold
 - Harrisburg - Gold
 - Hershey - Bronze
- Goal: Double this number by 2020

EIMOC at Penn State Overall

- EIMOC at Penn State has developed a robust program with multiple subdivisions
- Did not happen over night
 - Entering Year 9
- Many lessons learned to share with commonwealth campus programs
- A lot of room to grow



Lessons Learned

- Keys:
 - Student investment in programs success
 - Maintain visibility among administrators (i.e. Dean's Walk)
 - Stay out of the silos
 - Flexibility is key to collaboration
 - Each campus is different – embrace and leverage the differences
 - Cookie-cutter does not work
 - Find the right people – may be different levels, departments, students, etc.
 - Funding is always a challenge – a lot of the start-up may rely on volunteer time/labor

EIMOC at Penn State Overall

- If you have any questions, or would like more information about the program:
- Zack Papalia
- zvp5003@psu.edu

