Exercise is Medicine at Penn State

Leveraging the Commonwealth Network for Public Health Programming
Introduction

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What is Exercise is Medicine?
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

Key
- No EIM presence
- EIM presence
- EIM Regional Centers

[Map showing global presence of EIM initiatives]
The EIM Solution

- Healthcare Systems
- Community Resources
- Active Health Technology

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
- Common-wealth Campuses
- Community Partners
- Mobile EIM
- EIM Off Campus Day
- EIMOC Week
- EIM Everywhere
- Freshman Seminars
- Center for Fitness & Wellness
- Video Series
- EIM for Employees
- PAVS
- Mascot Challenge
EIMOC at Penn State Timeline

2010: EIMOC Brought to Penn State in the Kinesiology Club

2012: First EIM Week Held

Fall 2012: First EIM Week Held


2014: Penn State Berks officially launches EIMOC

2015: First Mobile EIM Trip to Library of Congress

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Fall 2015: Mobile EIM Week at Library of Congress

Fall 2016: Full-time EIMOC Coordinator position created

Spring 2017: EIMOC at Penn State awarded Gold status

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Jan 2017: PAVS officially implemented on-campus

Spring 2017: EIMOC at Penn State awarded Gold status

Oct 2017: First annual Mobile EIM Week, EIM Everywhere Week, and EIM Off Campus Day

Spring 2018: Four Penn State campuses awarded EIMOC recognition

Oct 2017: First annual Mobile EIM Week, EIM Everywhere Week, and EIM Off Campus Day

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Spring 2018: Four Penn State campuses awarded EIMOC recognition

Jan 2018: EIMOC for Employees pilot program launched

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Fall 2018: Seventh Annual EIMOC Week

Oct 2017: Sixth EIMOC Week held, with new special events, challenges, and community initiatives

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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

- 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  @PennStateEiM  @PennStateEiM
EIMOC Video Series

- 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
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
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:
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