

Exercise  
is Medicine<sup>®</sup>  
On Campus

East Tennessee State University

# Exercise is Medicine – On Campus at East Tennessee State University

An introduction to the program and goals

# ETSU EIM INTERDISCIPLINARY TEAM

---

Advisor – Dr. Brandi Eveland-Sayers, Associate Professor KNSY-Exercise Science

---

Health Care Professional – Dr. Michael Bourassa, Clinical Assistant Professor - Physical Therapy Program

---

Health Fitness Professional – Mrs. Halie Darby, Campus Recreation, Assistant Director of Student Wellness

---

Counseling Center Representative – Dr. Alison Davis, Assistant Director

---

Student Representative - Hannah Burkhart, KNSY-Exercise Science Senior, Women's Track and Field Athlete

---

Student Representative - Lydia Grunstra, KNSY-Exercise Science Senior, Midway Honors Scholar



**AMERICAN COLLEGE  
of SPORTS MEDICINE®  
LEADING THE WAY**

# Exercise is Medicine: A Global Health Initiative

- Managed by the American College of Sports Medicine (ACSM)
  - Represents 70+ occupations within the sports medicine field.
    - Academia to personal trainers to physicians
  - Members in over 90 countries around the globe.
  - Dedicated to helping people worldwide live longer, healthier lives.

# ACSM Recommendations on Exercise

## How much activity do I need?

### Moderate-intensity aerobic activity

Anything that gets your heart beating faster counts.

at least  
**150**  
minutes  
a week

AND

### Muscle-strengthening activity

Do activities that make your muscles work harder than usual.

at least  
**2**  
days  
a week



Tight on time this week? **Start with just 5 minutes.** It all adds up!

# Tennessee National Ranking

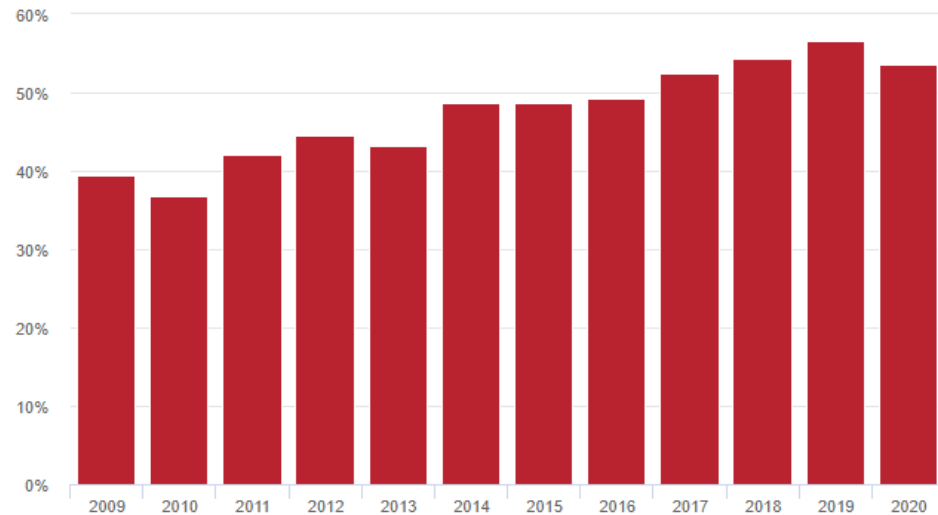
- 35.6% obesity (38th national rank)
- 24.1% depression (48th national rank)
- 21.8% exercise (30th national rank)

<https://www.americashealthrankings.org/explore/annual/measure/Obesity/state/TN>

# University Mental Health

## Medication or therapy among students with depression

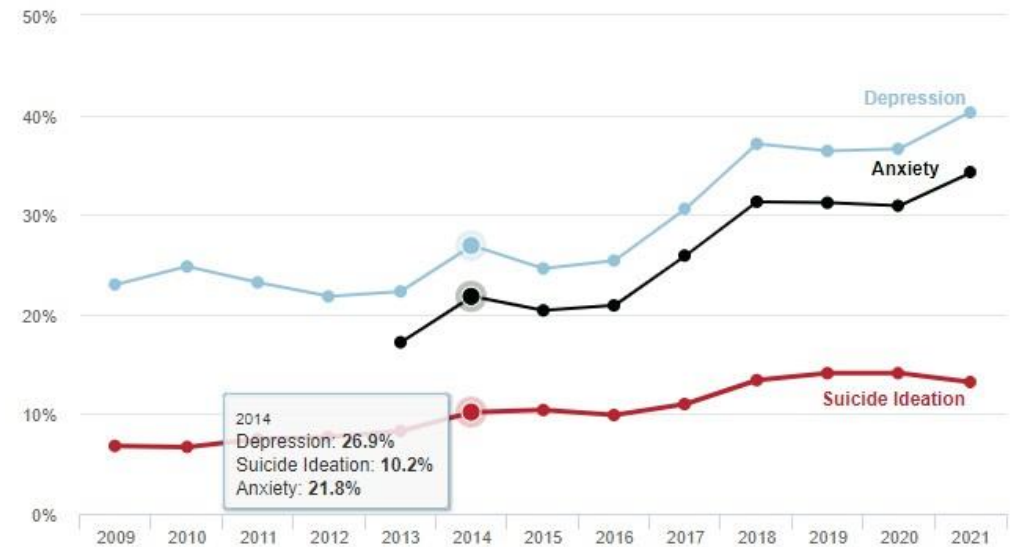
Colleges have seen a substantial increase in students who have depression seeking mental health services in the past decade.



SOURCE: [Healthy Minds Network](#)

## Mental health of college students

Large numbers of students report depression, anxiety, and contemplating suicide and those numbers have been on the increase.



SOURCE: [Healthy Minds Network](#)

# Exercise is Medicine!

- Benefits to physical health:
  - Improved body composition
  - Decreased risk of cardiovascular disease
  - Improved cholesterol (HDL and LDL)
  - Decreased heart rate both at rest and exercise
  - Decreased ventilation rate at submaximal intensities
  - Decreased blood pressure
- Benefits to mental health:
  - Improved cognitive function
  - Enhanced performance in academics and work
  - Decreased anxiety and depression



# What is EIM – OC?

- EIM is a call to action for college campuses to promote physical activity as a vital component of health and to ensure students graduate with better health and fitness than when they began college.
  - EIM is a collaborative effort which integrates interdisciplinary offices and students of all backgrounds to improve health and prevent disease for the community.
-



# EIM-OC Schools in Our Region

---

UT

---

UT Chattanooga (Gold)

---

East Carolina (Gold)

---

Marshall (Gold)

---

Appalachian State (Gold)

---

Carson Newman

---

Emory and Henry

---

Maryville College (Silver)

---

MTSU

---

UNC– Greensboro

---

UNC– Charlotte (Bronze)

---

Virginia Tech (Gold)

# EIM-OC Recognition Levels

Recognition provides an opportunity for Exercise is Medicine On Campus (EIM-OC) programs to be acknowledged for their efforts towards building a healthy academic environment and be distinguished at the EIM-OC Recognition Ceremony at the ACSM Annual Meeting.

Program renewal and recognition take place in January-February of each year. Every registered EIM-OC program is encouraged to apply for recognition. Participating programs are required to provide documentation as part of the process, so campuses should be prepared to submit photos, flyers, screenshots of EMRs, etc.

The below requirements for each level serve as a guide for programs planning their upcoming efforts and priorities.

## 1. Bronze level EIM-OC Activities: Promote Physical Activity (PA) on Campus

Must have at least one (1) of these items:

- Host at least one event or activity to promote physical activity (monthly EIM Days, dance marathon, step challenge, walk/run, etc.).
- Secure an EIM-OC Month Proclamation from the governor, mayor and/or university/college official.
- Create and/or offer campus-wide options for exercise (i.e., campus bike share, walking group or walking prompts for paths and stairs, recreational spaces/activities).
- Other promotional activities

## 2. Silver level EIM-OC Activities: Provide PA Education/Guidance

Must have at least two (2) of these items plus one (1) bronze activity:

- Conduct campus or community educational seminars on physical activity.
- Collaborate with Campus Recreation, Kinesiology/Exercise Science and/or health-related department to offer physical activity/exercise counseling to students, faculty and staff by qualified health and fitness professionals.
- Campus Health (i.e., physicians, counseling center, school of pharmacy, etc.) provides patient education on the importance of physical activity (i.e. handouts, brochures, etc.)
- Other educational activities

## 3. Gold level EIM-OC Activities: Implement Routine PA Assessment and Promotion in Campus Health

Must have all of the following:

Must have:

- Instituted the Physical Activity Vital Sign (PAVS), or some type of routine Physical Activity assessment, within Campus Health (i.e., physicians, counseling center, school of pharmacy, etc.)
- One (1) silver activity plus one (1) bronze activity

Plus One (1) Referral Activity:

- Campus Health (i.e., physicians, counseling center, school of pharmacy, etc.) develops a partnership with Campus Recreation and/or the Kinesiology/Exercise Science department to provide physical activity prescriptions and/or referrals.
- Non-clinical professionals/departments direct students, faculty and/or staff to the Recreation Center or other campus physical activity groups/clubs for health and fitness programming.
- Use a computer-based system to track patient progress in physical activity interventions.

# Current goals for the program

- Fall 2022 Launch
- Achieve Bronze or Silver Level Status – Spring 2023
  - Establish October as EM Month and sponsor a variety of activities to initiate EM at ETSU
    - Presidential Proclamation
    - Buccaneer Bootcamp
- Gain campus support
  - Marketing materials
  - Social media
  - Campus emails
- CPA activities supporting initiative branded

# What's currently happening on campus?

- Ongoing CPA Wellness Programs
  - Group Fitness Programs (Cycling, Aerobics, Yoga, etc.)
  - De-Stress Week
  - Freshmen Fit Team – Buccaneer Boot Camp
- Campus Wide Wellness Programs
  - Campus Bike Share
  - CPA Outdoor Adventure Rental Equipment
  - Hiking/ mountain biking trails

# Building a Framework On Campus

## Clemmer College

- SERK

## College of Clinical and Rehabilitative Health Sciences

- DPT program
- ETSU health PT clinics

## Student Life and Enrollment

- Center for Physical Activity
- Counseling Center

## College of Medicine

- Sports Medicine

## College of Nursing

- University Health Clinic

## College of Pharmacy

## College of Public Health

# Long term goals

- Attend recognition ceremony at ACSM National Meeting/World Congress on Exercise is Medicine, June 2023 Denver, CO
- Elevate to gold status by Spring 2024
  - Implement PAVS within Student Health
  - Receive recognition at the ACSM National Meeting/World Congress of Exercise, June 2024, Boston, MA
- Establish community programs
- Support the vision of the university in, "*Developing a world-class environment to enhance student success and improve the quality of life in the region and beyond*"

# EIM-OC Resources



[Exercise is Medicine On-Campus Action Guide](#)



[Recognition Levels](#)



[Presidential Proclamation](#)



[Physical Activity Vital Sign - Student Health Intake](#)



Questions?