

EUROPEAN INITIATIVE FOR
EXERCISE IN MEDICINE

REBRANDING MEDICAL
COUNSELING FOR HEALTH



Aims and Goals

To make physical activity and exercise a standard part of a European disease prevention and treatment medical paradigm. For physical activity to be considered by all health care providers as a vital sign in every patient visit, and that patients are effectively counseled and referred as to their physical activity and health needs, thus leading to overall improvement in the public's health and long-term reduction in health care cost. Exercise is Medicine will be a sustainable European initiative that:

- Includes physical exercise in treatment plans.
- Includes exercise in primary and secondary prevention of diseases.
- Includes physical exercise in teaching goals and plans for medical students.
- Creates broad awareness that exercise is indeed medicine.
- Makes "level of physical activity" a standard vital sign question in each patient visit.
- Leads to policy changes in public and private sectors that support physical activity counseling and referrals in clinical settings.
- Produces an expectation among the public and patients that their health care providers should and will ask about and prescribe exercise.
- Appropriately encourages physicians and other health care providers to be physically active themselves.

Addressed are...

- Primary care physicians
- Health care providers
- Hospitals, physiotherapists, rehabilitation units,
- Sports and exercise facilities
- Medical schools / Universities

Guiding Principles

Exercise and physical activity are important to health and the prevention and treatment of many chronic diseases. More should be done to address physical activity and exercise in health care settings. Multi-organizational efforts to bring a greater focus on physical activity and exercise in health care settings are encouraged.

Call to action

Physical inactivity is a fast-growing public health problem and contributes to a variety of chronic diseases and health complications, including obesity, heart disease, diabetes, hypertension, cancer, depression and anxiety, arthritis, and osteoporosis. In addition to improving a patient's overall health, increasing physical activity has proven effective in the treatment and prevention of chronic diseases. Therefore, Exercise is Medicine Europe calls on each person and all partners dedicated to the idea that exercise truly is medicine to continue to build, support and advocate for physical activity as essential for global health and wellbeing by committing to action. Policy makers are called to change policy to support physical activity as a vital sign for health. Health care providers and fitness professionals are called to integrate exercise into every patient and client interaction. Communities, workplaces and schools are called to promote physical activity as an essential part of health and wellbeing.

Exercise is Medicine Europe - 2nd Congress

Goethe-University · Frankfurt am Main
September 6, 2013

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A MILE A DAY KEEPS THE DOCTOR AWAY.

Agenda

September 6th, 2013

**Goethe-Universität, Campus Westend,
Frankfurt am Main**

Session 1: 9:00 – 10:15 AM

Chairs: Steinacker (Ulm, Germany),
van Mechelen (Amsterdam, Netherlands)

Jürgen M. Steinacker (Ulm, Germany)
Minimum amount of physical activity
for reduced mortality and extended life expectancy

Jean Michel Oppert (Paris, France)
Exercise, sedentariness and obesity

Willem van Mechelen (Amsterdam, Netherlands)
Promotion of health enhancing physical activity

Session 2: 10:30 AM– 12:15 PM

Chairs: Steinacker (Ulm, Germany),
van Mechelen (Amsterdam, Netherlands)

Brian Martin (Zürich, Switzerland)
Physical activity promotion in a multicultural society

Sallis E. Robert (Indianapolis, USA)
Redesign of a health care plan – exercise as a vital sign

Luís B. Sardinha (Lisbon, Portugal)
Breaking-up sedentary behaviour in older adults



Chair

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Committee

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Prof. Dr. Willem van Mechelen (HEPA)
Thomas Delaveaux (ECSS)
Prof. Bruno Sesböüé (France)
Prof. Dr. Mats Börjesson (Sweden)
Prof. Mikós Tóth (Hungary)
Dr. Susi Kriemler (Switzerland)
Prof. Dr. Rüdiger Reer (Finances)

Venue

Goethe-University, Campus Westend, Hörsaalgebäude
Grüneburgplatz 1, 60323 Frankfurt am Main