



Exercise is Medicine On Campus Month **Tool Kit**



 **ACSM**
EXERCISE IS
MEDICINE[®]
On Campus

EIM-OC Month



A time to celebrate the EIM movement across your campus! Use the month of October to kick start another year of increased physical activity. We encourage you to plan unique campus activities while participating in the global center events highlighted in this guide.

As part of its overall rebrand, ACSM has updated the identity for Exercise is Medicine. Please refer to [this style guide](#) for proper use of the [new logo](#).



Mascot Challenge

Theme: Active Living In a Tech-Driven World

Important Dates:

August 17 - October 26 challenge is open for participation

October 29 @ 8 a.m. ET - November 4 @ 5 p.m ET fan favorite voting

Week of November 9 – winners announced

Short Description:

Exercise is Medicine® On Campus (EIM-OC) invites all registered campuses to create a video of their mascot, iconic campus figure or EIM-OC leadership team promoting the importance of physical activity to potentially win a \$1,000 cash prize. We want to see how creative you can be in promoting the importance of physical activity through this year's theme: exercise makes the world go round.

[Check out the full rules and the FAQ here.](#)

Social Media Templates:

- [Voting story template](#)
- [Voting post template](#)

Tag ACSM in your social media posts/stories for a chance to be featured. Make sure to edit using the style guide on page 2. Each link leads to a customizable template for creating and downloading your school's unique graphic.





EIM-OC Walking Challenge

co-hosted by Michigan State University and ACSM

Short Description:

Take part in the global walking competition among EIM-OC schools. The institution that walks and moves by wheelchair the most will win the challenge!

[Register here](#)

Rules:

- The walking challenge can take place any day in October.
- Your walking event may be up to 8 hours in-person and/or virtual.
- Each school is responsible for collecting their own miles and number of participants and submitting them to ACSM through this [survey](#) by November 6.





Learn more about the founding campuses event:

At MSU, they've expanded their walking event to include campus wellbeing partners who host tabling activities for a 2-hour timeframe (around lunchtime). Activities range from physical activity options such as MSU Sustainability blender bikes and SPARTANfit mini-fitness challenges, to stress reduction activities and resources. Sparty, their mascot, has brought energy

and spirit, while comfort dogs allow time for rest and relaxation. MSU aims to bring the Spartan community together each year in an inclusive and inviting space where they can move their bodies and promote wellbeing practices and resources on campus.



Social Media Templates:

- [Walking challenge story template](#)
- [Walking challenge post template](#)

Tag ACSM in your social media posts/stories for a chance to be featured. Make sure to edit using the style guide on page 2. Each link leads to a customizable template for creating and downloading your school's unique graphic.



President Proclamation

Help us make October the month of physical activity promotion across the world!

Short Description:

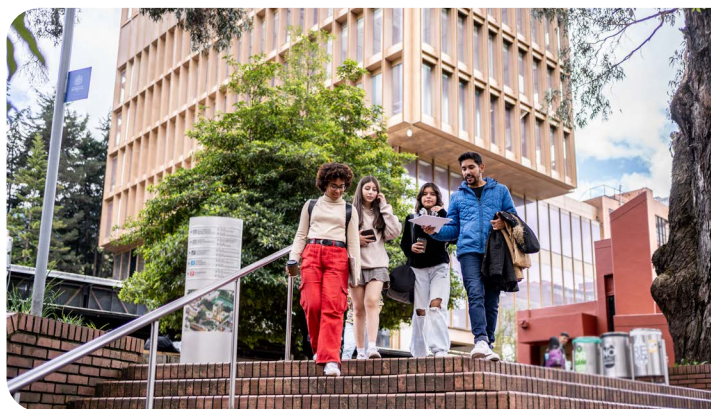
We highly encourage you to get your school's president to declare October as EIM-OC month! Use this template to have them officially make the proclamation.

Make sure to capture the moment and share it with the EIM-OC community! Tag ACSM in your social media posts/stories for a chance to be featured.

As times are changing, we recommend having your campus leader run through a social media reel with this proclamation. They can read the script or do a voiceover with different activities offered on campus being shown.

If your president isn't around please another on campus leader such as but not limited to:

- Vice President
- Dean
- Department Chair
- Program Director
- Student Leadership



[Download the proclamation template here.](#)





IMPORTANT EIM-OC DATES

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Mascot Challenge

- Challenge: August 17 - October 26
- Fan Favorite Voting - October 29 @ 8 am ET - November 4 @ 5pm ET
- Winners Announced: Week of November 9

02

Walking Challenge

- The walking challenge can take place any day in October.
- [Register here](#)
- Submit your school's mileage and number of participants to ACSM by November 6 through [this survey](#).

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President Proclamation

We highly encourage you to get your school's president or other on campus leader to declare October as EIM-OC month!

Make a reel on social media or have the original document signed.





QUESTIONS?

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acsm.org/eim

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