



Margarita Da Silva, M.Sc.

National Center Director

Margarita (Maggie) Da Silva -
Turkovic, M.Sc.

Affiliation

Registered Biokineticist

Host Institution – South African Sports Medicine Association

The South African Sports Medicine Association (SASMA) is a non-profit, multidisciplinary professional and scientific society dedicated to the health of people involved in sport and exercise. The objective of SASMA is to promote sport science and sport medicine to benefit the South African community through: arranging local, regional and national meetings of medical professionals, allied health professionals, scientists and educators, implementing educational programs for members and the general public, publication of educational materials, developing informed public statements in areas of concern to SASMA members and the general public, protecting the interests of its members, and encourage research in related fields.



NC Advisory Board

Affiliation

Margarita Da Silva, M.Sc.

- Biokineticist
- Representative, Biokinetics Association of South Africa

Lee Archer

- Co-Owner, FitPro Health and Fitness Institute

Jill Borresen, Ph.D.

- Chief Operations Officer, University of Pretoria

Demitri Constantinou, M.D.

- Professor, Exercise Science and Sports Medicine, University of the Witwatersrand

Samantha Dunbar, M.Sc.

- Registered Physiotherapist & Company Owner
- Representative, South Africa Physiotherapy Association

Hajira Mashego, Ph.D.

- Founder/Managing Director of Fitness Junction PTY LTD

Natalia Neophytou

- Biokineticist, Exercise Science and Sports Medicine, University of the Witwatersrand

Darren Sweidan

- Head of Discovery Health Professional Unit: Strategic Risk Management

Georgia Torres, Ph.D.

- Activate Health, Medical Services Director
- Associate Professor & Head of Department of Exercise Science and Sports Medicine, University of the Witwatersrand

Jarrad Van Zuydam, M.D.

- Sports Medicine physician
- Chief Medical & innovations Office, STROVE APP

2025 Goals

- Make EIM SA accreditation a desired and mandatory certification within health and fitness professional education
 - Create a registry of accredited exercise professionals available via mobile phone app for physical activity referrals
 - Integrate EIM curriculum as a core part of medical education and as a standard of care for primary health practitioners
 - Invite key policy and national association officials to serve on the EIM SA advisory board
 - Review EIM SA training program (core and elective modules)
 - Renew MOU with host institution (SASMA) to clarify roles and responsibilities
 - Present EIM SA at two major conferences/events in 2025
 - Enhance partnership with Discovery medical to integrate EIM into their wellness programming
 - Explore the possibility of developing an ambassador/champion program
 - Formulate a strategy for best approaching corporation, governments, retail/fitness companies for collaboration and potential sponsorship
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Accomplishments to Date

- Officially launched EIM South Africa (March 2009)
 - Since 2018, hosted 11 workshops training 185+ healthcare providers and 7 workshops training 57 exercise professionals
 - Beginning in 2022, offered an online version of training program to 34 healthcare providers and 75 health and fitness professionals
 - Started a project with National Health Centres to implement physical activity assessment and referral into their clinical settings (2022)
 - Integrated EIM into undergrad medical curriculum at Wits University (2018) with PA training activity added to all years of undergraduate medical school in 2019
 - Worked with Biokinetics Association of SA to provide EIM certification for biokineticists (2021)
 - Integrated physical activity referral into Wits University campus health flow (2020)
 - Started a collaborative project with Healthworks (a medical practice chain) to implement the PAVS and referral to physical activity resources (2020)
 - Trained community health workers to promote physical activity in all seven health regions in the city of Johannesburg (2019)
 - Implemented the EIM Solution in the Discovery med scheme headquarters gym (2018)
 - Hosted educational webinars every two months as part of young doctors strategy (2018)
 - Completed an EIM accreditation course at the Biokinetic South African conference
 - Launched personal training sessions via accredited person trainers (May 2016)
 - Conducted EIM accreditation courses at the SASMA Congress (2013 & 2015) and the Biokinetic South African Conference (2016)
 - Launched EIM SA on-line accreditation course for Health Care Providers (2016)
 - Launched personal training sessions via accredited Personal Trainers (2016)
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