

MWACSM New EIM Seed Grant Application

In 2011, ACSM and EIM on Campus conducted its first ActiveU competition, which searched for the most creative and sustainable collegiate program that utilizes the Exercise is Medicine (EIM) on Campus principle of making physical activity an integral part of personal health care. However, the ActiveU competition is focused on already existing campus EIM initiatives.

The New EIM Seed Grant, launched in 2016, is an award which provides financial support to campuses which do not have a current EIM program and have a proposal to start such a program. In this way, the MWACSM is now able to offer financial support awards to new programs. The number offered, and amount given varies by year, please see the website for details. Campuses with existing EIM programs should consider applying for the ActiveU competition, which is a separate application and is due later in the calendar year.

Program examples include:

- Coordinating a walking group that meets weekly to get students, faculty, and staff active, and discuss how physical activity can help with their personal health goals.
- Working with the campus health center or main health care group for employees to have health care providers give physical activity prescriptions and direct people to the physical activity opportunities on campus.
- Dance-a-thons, swimming groups, community biking programs with teams and discussions of the positive impact on health.

The possibilities are endless! Programs could be a one-time event or an ongoing series of events. We encourage schools of all sizes to join the challenge. If you are planning to incorporate EIM into your campus, we want to be able to support your efforts!

Submission Information and Contest Guidelines:

Submissions should not exceed 1,000 words and should include the following:

- **Summary:** A description of the proposed program or event, how it incorporates the EIM principle of making physical activity an integral part of personal health care, the role of healthcare providers in the program/event (if any), the anticipated number of people/percentage of the campus that would participate, a marketing/outreach plan, success measures, a plan to collect feedback from participants, and any additional information about the creativity and likelihood for success of the program.
- **Budget:** An itemized budget of expenses for the program. Allowable expenses include purchase of equipment, supplies, advertising, rental of space/equipment, and payment to presenters/entertainers as part of the program. Funds cannot be used to pay volunteers or workers involved in coordinating or developing the event.

- Timeline of Program: A timeline for development and execution of the program.
- Results: Anticipated participation level, how progress toward goals will be assessed, and the planned amount of physical activity/exercise expected from the program.
- Continuation Plan: Ideas and schedule for potential follow-up programs and, ideally, plans for making EIM sustainable at your campus.
- Additional Materials: Submissions should include photos and/or any other materials (planned handouts, programs, flyers, etc.) from the program (if it's already underway).

Judging Criteria:

- Inclusion of EIM on Campus principle of connecting physical activity with personal health care
- Expected impact
- Appropriateness of budget
- Creativity
- Sustainability

Additional Considerations:

- Awardees of this grant will be required to give a presentation or have a table at a subsequent MWACSM meeting with information about the program they implemented and the impact it had on their campus. If the program has not yet been implemented, then the presentation/table should focus on plans for implementation.
- The principal investigator on this grant must be a faculty/staff member. Students can serve as co-investigators but cannot submit an application without documented faculty/staff support on the project.

Multiple entries can be submitted per campus. Please submit application materials electronically to the Exercise is Medicine Committee Chair (listed on MWACSM website) by the due date specified on the website.