

2024 Midwest ACSM Exercise is Medicine® Clinical Challenge

Student Video Competition
Exercise Oncology: Cancer Prevention and Treatment



Overview

The Midwest ACSM Chapter invites all institutions located in the region to participate in an Exercise is Medicine® Clinical Challenge. Specifically, students are tasked with creating a short video that promotes the importance of exercise for the prevention and treatment of cancer. We are looking for creative videos that showcase evidence-based findings on exercise (types, modes, ect.) to help promote exercise and reduce barriers to engaging and adhering to physical activity. The target audience for the video could encompass patients/clients, exercise professionals, and/or healthcare providers. The goal is to raise awareness and promote exercise as medicine to prevent and treat cancer, aligning with several cancer awareness initiatives.

Timeline 2024

- The video submission period begins September 1 and ends September 30 (11:59 pm EDT)
- Voting opens October 4 and ends October 11 (11:59 pm EDT)
- The winners will be announced at the Midwest ACSM Annual Meeting in Grand Rapids, Michigan on October 16-18

Guidelines

All video submissions must meet the following guidelines:

- 4 minutes or less in length
- An original video produced by university students
- Accurately represent the values of Exercise is Medicine®
- Focus on physical activity and healthy lifestyle behaviors
- Incorporate safe evidence-based suggestions for physical activity (i.e., special considerations, safety recommendations)
- Avoid foul language and violent or sexual content
- Avoid any political or discriminatory content
- Have fun showing your school spirit and pride!

Midwest ACSM reserves the right to deny applications that do not align with the above guidelines or are found to be offensive or inaccurate.

The Prizes

Midwest ACSM will award prizes in two categories. A panel of judges from the Midwest ACSM Exercise is Medicine® and Clinical Education Committees will select the top three winners. The public will have a chance to vote via social media invitations to view videos on YouTube for the Fan Favorite winner. The overall winner will receive a \$500 cash prize. Second and third place in this category will also receive cash prizes of \$250 and \$100, respectively. The Fan Favorite will receive \$150 and bragging rights.

Support

The 2024 Midwest ACSM Exercise is Medicine® Clinical Challenge is made possible by the generous donation from the Kay and Craig Broeder Preventative Exercise and Nutrition is Medicine Cancer Fund. This fund supports student research and/or project awards that incorporate preventative exercise and nutritional strategies that improve the quality of life and survival rates of individuals living with cancer with preference given to addressing ovarian and prostate cancer.

How to Enter

Participating in the Exercise is Medicine® Clinical challenge is easy. Follow these simple steps.

1. Create a video
2. Upload your video titled “[School name] Exercise is Medicine® Clinical Challenge 2024” along with your completed application form here.

Note: You will have the option to upload your video directly into the application form or provide a download link to a shared folder. Do NOT submit a link to a YouTube video.

How to Vote for the Fan Favorite

All video submissions will be uploaded to the Midwest ACSM YouTube channel.

1. Once voting opens, Midwest ACSM will change the status of all video submissions to “public” on YouTube. Midwest ACSM will email the voting links to all individuals listed as the “school contact” on the application.
2. Each like or “thumbs up” of the video within the YouTube platform will count as a vote. Negative or “thumbs down” votes will NOT count against a video’s positive votes.
3. The video with the most “likes” at the end of the voting period will be declared the “Fan Favorite” winner.

Promote your video

When the voting period begins, Midwest ACSM will send the voting link to your designated school contact. At this time, you should share the link and encourage members of your campus community and beyond to vote for your video. You may do this in a variety of ways:

- Email the voting link to students, staff, faculty, exercise professionals, healthcare providers, patients/clients, ect.
- Post the link via social media and encourage your audience members to share it with their networks as well.
- Promote in a campus or community newspaper, newsletter, on calendar or through other media.

Contact

Contact Steven Elmer (sjelmer@mtu.edu), chair of the Exercise is Medicine®, or Laura Richardson (laurari@umich.edu), chair of the Clinical Education Committee, with questions about contest rules and eligibility or to assist with video posting, submission and/or promotion.