

## **MWACSM ActiveU Competition**

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 EIM on Campus principle of making physical activity an integral part of personal health care. The MWACSM EIM Committee is holding a similar ActiveU competition for colleges and universities within the Midwest region. This is an opportunity to give recognition to outstanding EIM on Campus programs and allow these programs to showcase their accomplishments to other schools looking to start or improve their own EIM on Campus initiatives.

### **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 on-going series of events. We encourage schools with programs big and small and those relatively new as well as well-established to participate in ActiveU. If you are incorporating EIM into your campus, we want to celebrate it and get the word out. Join the MWACSM ActiveU competition so we can spread the word of the hard work you are doing!

### **Submission Information and Contest Guidelines:**

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

- Summary: A description of the program, 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 number of people/percentage of the campus that participates, marketing/outreach plan, success measures, feedback from participants, and any additional information about the creativity and success of the program.
- Timeline of Program: When it started, when it ended, and if it is recurring.
- Results: Participation level, goals met, reaction from participants, and the amount of physical activity/exercise achieved.

- Continuation Plan: Schedule and plans for follow-up events.
- Launch Plan: A strategic synopsis of how the program can be launched nationally (the winning program could be introduced and launched nationally under the EIM on Campus initiative).
- Additional Materials: Submissions should include photos and/or any other materials (handouts, programs, flyers, etc.) from the program.

**Judging Criteria:**

- Inclusion of EIM on Campus principle of connecting physical activity with personal health care
- Participation
- Creativity
- Sustainability

Multiple entries can be submitted per campus. Please submit application materials electronically by **September 28<sup>th</sup>** to: **Dr. Alex Montoye** [montoyeah@alma.edu](mailto:montoyeah@alma.edu).