





**EXERCYSE**  
is Medicine


**Bringing Exercise is Medicine  
to your Campus**

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## Outline



- Beginnings
- Structure
  - Leadership Model
  - Ambassador Program
- Programs
  - ExerCYser Intervention
  - Trek Desk Program
  - ExerCYse Newsletter
  - Local Events
- Marketing Efforts
- Future Plans







## Beginnings

- Launched in 2011
- Branded our program as “ExerCYse” to incorporate the ISU mascot Cy, short for Cyclones
- Gave the program individuality and allowed students and local fans to connect with our initiative.



## Leadership Model

- Leadership team includes graduate and undergraduate students.
- Undergraduate students are able to enroll in a supplemental course known as a *Service Learning Leadership Experience*.
  - Students receive up to 6 credits (2 per semester) and gain valuable personal and professional experience through working with graduate students and faculty on ExerCYse programming.

## Leadership Model

- Positions on the Leadership team are offered to undergrads who are our most active *ExerCYse Ambassadors*
- Other members include representatives from kinesiology and health related clubs on campus
- Sustainable model for maintaining a solid core of leaders

## Ambassador Program

- A network of student volunteers who participate in 2-3 activities per semester to maintain *Ambassador* status.
- Nearly 250 kinesiology students (almost 20% of the undergrad enrollment) have voluntarily signed up and participated.

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## Ambassador Program

- Volunteer opportunities are sent via periodic e-mails that include information on how to sign up and participate.
- Take requests from local health and fitness organizations who need people to staff their events
  - Helps local organizations and promotes our message



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## Examples of Recent Ambassador Roles

- Coordination of the ISU Healthiest State Walk
- Assistance with screening by Hy-Vee Wellness Bus

Online request form on website enables community groups, schools or companies to request help from the Ambassador network for local programming (e.g. helping with running races, health fairs etc...)

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## ExerCYser Intervention

- The overall goal of the EIM program is to facilitate physician counseling on exercise and establish a referral process for sedentary patients to take part in an exercise intervention.
- Participants are recruited through local physician groups using small boxes with the name "Exertol".
  - The boxes look similar to pharmaceutical packaging but contain no pills since exercise is the medicine.
- Web-based intervention

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**EXERTOL**

MAY LEAVE YOU FEELING ENERGIZED

TAKE WITH HEALTHY PEET

WORK UP A SWEAT

DON'T GIVE UP EXERCISE

**WARNING!**

This prescription may result in weight loss, improved health, better self-esteem and quality of life.

Exercise is **INDEED** medicinal! Look inside to find out how to start your prescription today!

Active ingredients: Better health and weight loss

Purpose: Better health and weight loss

Directions: Do NOT keep out of reach of children • Adults and children: 1 Dose ... 10 Minutes • Take one dose three times a day

**EXERTOL**

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FOLLOW US!

Facebook.com/exercyse

Twitter.com/exercyse

PHYSICAL ACTIVITY PRESCRIPTION

**Exercise is Medicine** **EXERCISE is Medicine**

**Physical Activity Facts and Resources**

A few of the many health benefits of being active\*

- Lower risk of early death
- Lower risk of coronary heart disease, stroke, high blood pressure, type 2 diabetes, colon cancer, and breast cancer
- Prevention of weight gain
- Reduced depression
- Improved bone health

\*Based on the U.S. Physical Activity Guidelines Report

Calories burned per hour during various activities**	Calories burned per hour
Light gardening/yard work	370
Swimming	390
Drumming (12 beats)	290
Walking (3.5 mph)	280
Weight lifting (light weights)	220
Stretching	180
Swimming (slow freestyle)	530
Aerobics	480
Basketball	440

\*\*Calories are based on a 150lb person. Caloric expenditure will be higher for individuals who weigh more than 150lbs.

Regular physical activity provides a number of important health benefits and can improve quality of life. We encourage you to consult the U.S. Physical Activity Guidelines to learn more about the various benefits and ways to incorporate more activity into your daily routine. Visit [www.health.gov/2010guidelines](http://www.health.gov/2010guidelines)

If you would like more information, you can Like Us on Facebook, Follow Us on Twitter, or register for eNewsletters. Visit [www.ExerCYser.org](http://www.ExerCYser.org) for details.

**EXERCISE is Medicine**

Looking for ways to become more active and improve your health?

**BECOME AN EXERCYSER!**

This intervention is designed to help people learn how to add physical activity into their lifestyle.

Participants will be provided with a physical activity monitor and guidelines for self-monitoring.

To sign up, please visit the website below and click on the **ExerCYser** button

[www.exercyse.org](http://www.exercyse.org)

**Your ExerCYser Prescription:**

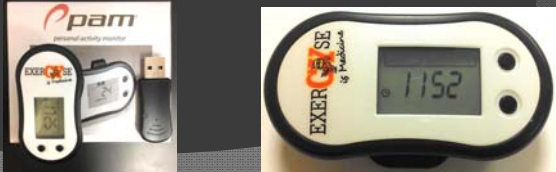
- Do 30 minute bouts of moderate intensity physical activity (e.g. brisk walking or gardening)
  - Repeat 5 times a week for a total of 150 minutes
 OR
- Do 25 minute bouts of vigorous intensity physical activity (e.g. bicycling or swimming)
  - Repeat 2 times a week for a weekly total of 75 minutes
 AND
- Do muscle strengthening exercises (e.g. push-ups or weight lifting)
  - Repeat 2 times per week

**ExerCYser Intervention**

- Insert includes information about the benefits of physical activity and instructions on how to sign up for the ExerCYser study
- 8 weeks of lessons and weekly email tips to guide their behavior change efforts
- When they finish the program, participants join an expanding list of ExerCYsers that stay connected through social media and monthly newsletters.

**ExerCYser Intervention**

- Participants receive a customized, user friendly ExerCYse monitor that wirelessly uploads activity data onto our website.
- There they can compare their statistics with other participants and blog about their experiences.



**TrekDesk Program**

- A "TrekDesk" allows a person to work at a desk while walking on a treadmill.
- We previously evaluated the utility of TrekDesks on campus by rotating 5 desks to 40 different office complexes.
- Participants reported clear interest in using these mobile workstations.
- Program was featured in multiple news outlets in Ames and Des Moines.

**TrekDesk Program**

- Now available for student use in the kinesiology department building, student union, and campus library.



This TrekDesk is brought to you by

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See how your choice to study actively is saving your life!

facebook.com/exercyse @ExerCYse

www.exercyse.org



**Vision for the TrekDesks**

- Promotion of Trek Desks and Standing Desks on campus through flyers and social media
- Suggestions from students on Facebook and Twitter will determine what building the next desk will be placed.

**ExerCYse Newsletter**

- Highlights the current research being performed around the world about the benefits of exercise
- Provide updates to ambassadors, community partners, and alumni about our current programs
- Maintain visibility with consistent contact and information

**Campus Programming**

- Annual Campus Celebration (VEISHEA)
  - Demonstrations by activity clubs, scavenger hunt, promotions about benefits of exercise



**Marketing Efforts**

- Spreading our message has been a priority for our program since it's inception.
- Twitter (@ExerCYse)
- Facebook (facebook.com/exercyse)
  - Exercise facts and tips to help people achieve the recommended 30 minutes a day
  - Continually refer people back to our website [www.exercyse.org](http://www.exercyse.org) where they can find even more helpful information.

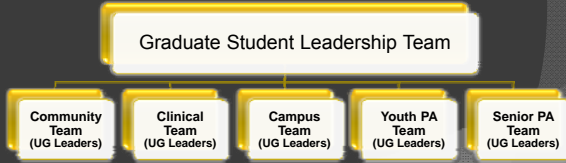
**Marketing Efforts**

- Sold over 1,000 t-shirts displaying our name and message (#DoitDaily!)



**Future Plans**

- Expansion of Leadership Model
- Expansion of Ambassador Network



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    graph TD
      G[Graduate Student Leadership Team] --- C[Community Team (UG Leaders)]
      G --- CL[Clinical Team (UG Leaders)]
      G --- CA[Campus Team (UG Leaders)]
      G --- YP>Youth PA Team (UG Leaders)
      G --- SP[Senior PA Team (UG Leaders)]
    
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**Future Plans**

- Expansion of Outreach Programming
  - Community
    - Group exercise classes / 5k race
  - Clinical
    - Physician referrals for exercise programming
  - Campus
    - VEISHEA, indoor walking promotions, TrekDesks
  - School
    - Walking School Bus, health fairs, recess programming
  - Seniors
    - Older adult exercise programming

## Questions

