



Your Prescription for Health

Exercise
is Medicine®
Australia

www.exerciseismedicine.org.au

STRATEGIC PLAN 2017-2019

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INTRODUCTION



Exercise is Medicine® Australia (EIM) is a global initiative, managed in Australia by Exercise & Sports Science Australia (ESSA). EIM is focused on encouraging primary healthcare providers, with a specific focus on doctors, nurses and aboriginal health workers, to review and assess every patient's physical activity levels at every visit. Patients should be counselled on exercise regimens, and provided with an exercise prescription or referral to an accredited exercise physiologist, accredited exercise scientist or appropriately qualified allied health professional.

OUR VISION



To make physical activity a standard component of chronic disease prevention and management.

EXERCISE IS MEDICINE® AUSTRALIA HAS THREE GUIDING PRINCIPLES



The three guiding principles of Exercise is Medicine® Australia are designed to improve the health and well-being of all Australians through regular physical activity prescription from primary healthcare providers, with a specific focus on doctors, nurses and aboriginal health workers. The guiding principles are as follows:

1. Physical activity and exercise are important to health and the prevention and treatment of many chronic diseases;
2. More should be done to address physical activity and exercise in primary healthcare settings; and
3. Support the referral of patients to appropriately trained allied health professionals to deliver exercise services for the prevention and treatment of chronic disease.

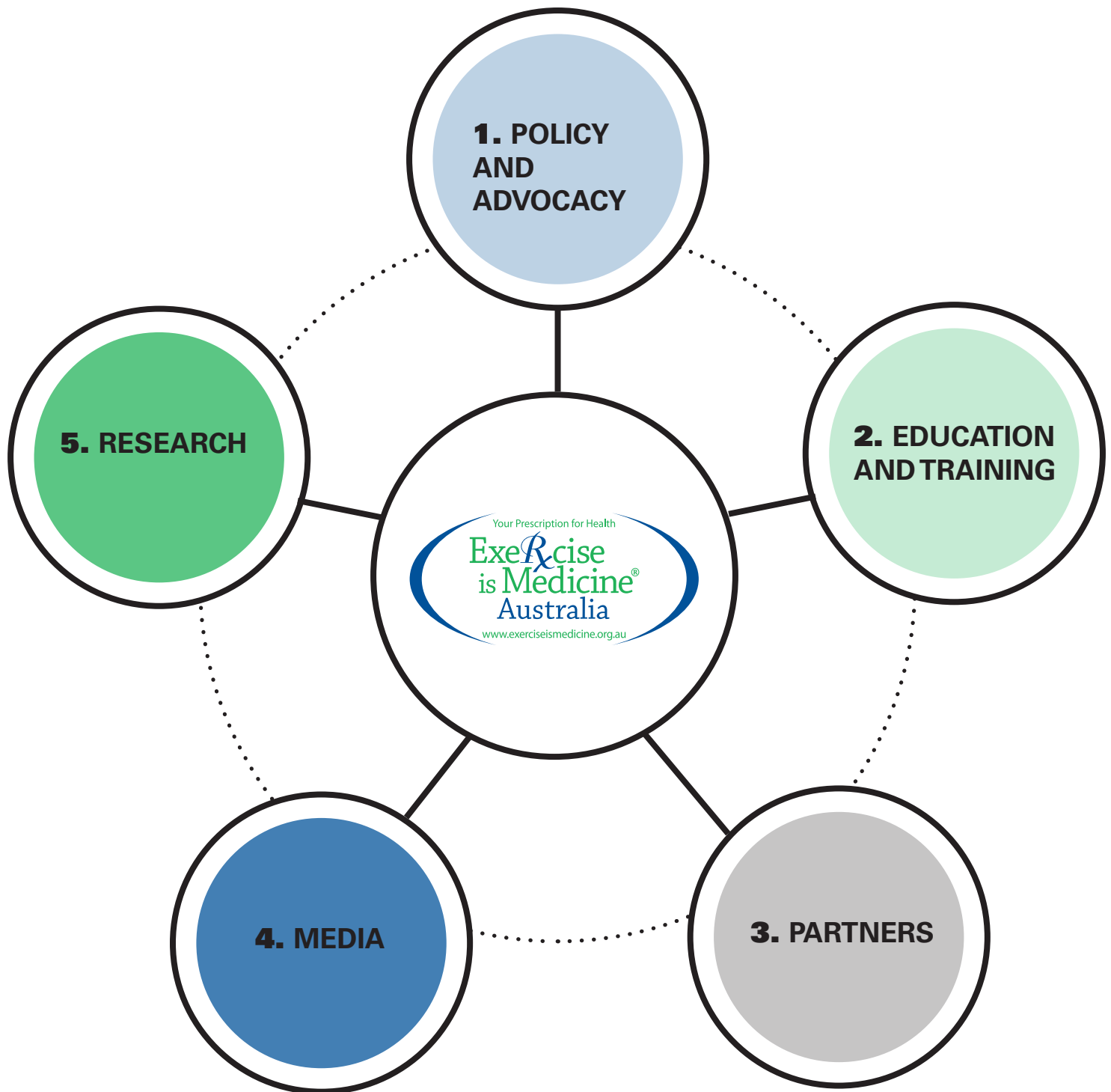
PURPOSE



Exercise is Medicine® Australia is a sustainable national initiative that:

- Creates broad awareness that physical activity and exercise is indeed medicine;
- Makes "level of physical activity and exercise" a standard vital sign question in each patient visit (when appropriate);
- Empowers doctors, nurses, aboriginal health workers and other primary healthcare providers to become consistently effective in counselling and referring patients as to their physical activity and exercise needs.

EXERCISE IS MEDICINE® AUSTRALIA: FIVE (5) KEY FOCUS AREAS



EXERCISE IS MEDICINE® AUSTRALIA: GOALS AND FIVE KEY AREAS MATRIX

GOALS	STRATEGIES				
	Policy and Advocacy	Education and Training	Partners	Media	Research
Creates broad awareness that physical activity and exercise is indeed medicine.			●	●	●
Makes “level of physical activity and exercise” a standard vital sign question in each patient visit (when appropriate).	●		●		
Empowers doctors, nurses, aboriginal health workers and other primary healthcare providers to become consistently effective in counselling and referring patients as to their physical activity and exercise needs.	●	●	●	●	●