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## Exercise is Medicine Day on Campus: A Survey of Opinions and Attitudes

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Exercise is Medicine (EIM) is a global joint initiative between the American Medical Association (AMA) and the American College of Sports Medicine (ACSM). West Chester University (WCU) is recognized by the ACSM as an EIM-On Campus which indicates that WCU is a campus that is actively trying to engage the campus community in physical activity. **PURPOSE:** The purpose of this study was to gauge opinions and attitudes related to EIM Day at WCU—a first-time event launched at the campus. This event was hosted by the College of Health Sciences (CHS) at WCU and included participation from all six departments in the CHS, faculty and staff across campus, alumni, and community stakeholders. **METHODS:** Forty participants (11 male, 29 female) ( $M_{age}=27.5$ ,  $SD=12.16$ ) who visited the event responded to an exit program evaluation survey. **RESULTS:** Descriptive results from Likert scale data (1=not at all - 5=very much) indicated that participants reported high levels of enjoyment related to the event ( $M_{enjoyment}=4.6$ ,  $SD=0.78$ ). They also reported that they found the event largely beneficial for improving their physical activity and nutritional habits ( $M_{helpfulPA}=4.4$ ,  $SD=0.97$ ;  $M_{helpfulNutrition}=4.3$ ,  $SD=0.99$ ). Participants also expressed strong intentions to revisit the event in the future ( $M_{future\ visit}=4.7$ ,  $SD=0.75$ ). Additional Bayesian analysis also suggested that in comparison to their male counterparts ( $M=3.75$ ,  $SD=1.28$ ), female participants ( $M=4.67$ ,  $SD=0.51$ ) found the event significantly ( $p < .05$ ) more helpful for improving their nutritional habits. Of the motives for participation, 87.5% of the participants reported that they participated because they expected the event to be fun. Finally, with regards to participants' recommendations two themes emerged from the qualitative content analysis: (1) additional activities to include in the event and, (2) greater variety of food and beverage options to offer throughout the event. **CONCLUSIONS:** These results suggest that individuals that participated in this first-time event evaluated it highly favorably and found it beneficial for improving important health behaviors. Future research needs to explore the effectiveness of these initiatives and advance recommendations to further increase their impact.

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