

**JUNE 2015**

**THE OFFICIAL E-NEWSLETTER**



# Exercise is Medicine Philippines

The Official e-Newsletter of the Exercise is Medicine Philippines  
ISSUE 02 JUNE 2015

## Key Message

**Dr. Rodolfo F. Florentino**  
**EIM Philippines Task Force Chair**



Welcome to the second edition of EIMP e-Newsletter!

2014 was a very active year for EIM Philippines. EIM Exercise Prescription Training Courses started in earnest. After our initial faculty participated in the training programs in Singapore early in 2014, they have held three courses to date spilling over to 2015, adopting the EIM Singapore courses to local conditions. A total of 35 participants completed the Course, attracting Health Care Practitioners and Clinical Fitness Professionals, not to mention the members of the Board of the Philippine Association for the Study of Overweight and Obesity (PASOO), the mother organization of EIMP. Next in line will be other professional organizations engaged in primary health care and fitness professionals, including health teams in selected workplaces. EIM-on-Campus is being planned to start late this year in the University of the Philippines-Diliman. Public outreach activities have also spread to other campuses and venues. In addition to Education & Training, and Public Outreach and Publicity, EIM Philippines hopes to start with carefully planned research and community projects in the coming years.

# EIMP Faculty Train in Singapore

## CHANGI SIMULATION INSTITUTE



To qualify as local trainers of Exercise Is Medicine, members of EIM Philippines were sent to Singapore to study and get their certifications. Dr. Alejandro Pineda, Jr. of the Phil. Center for Sports Medicine and Dr. Sheila Lim of the Philippine Society of Endocrinology Diabetes and Metabolism attended the **Exercise Prescription Course for Primary Care Physicians** on January 18 and 25, 2014 at the Changi General Hospital. A month later, Prof. Hercules Callanta of Strength and Conditioning, Inc., and Prof. Marla Cuervo of the UP College of Human Kinetics completed the **Clinical Fitness Professionals Course** on February 18 and 19, 2014.

All four successfully completed the courses they attended and passed the rigorous tests that were administered, to become the first batch of trainers for EIMP. All four are current members of our faculty and have since conducted the local training sessions for EIM Philippines.

### EDITORIAL TEAM

✧ Dr. Rodolfo F. Florentino, Editor-in Chief ✧ Dr. Sheila T. Lim, Contributing Writer ✧  
✧ Joselito H. Tetangco, EIMP National Coordinator ✧ Maria Elenita Libas-Tetangco, Writer & Editor ✧  
✧ Ma. Pamela A. Tagle, Layout & Design ✧

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## About Our Trainers



**PROF. HERCULES CALLANTA** is a Department Member and former Dean of the College of Human Kinetics at the University of the Philippines - Diliman. He is considered by many in his field as the “Father of Strength and Conditioning in the Philippines”. His research interests are in Exercise Science, Sports and Exercise Psychology, Sports Science, Sports and Exercise Science, Exercise Psychology, Sports and Exercise Science including Sports Psychology and Teacher Training. He was among the first batch of Singapore-certified clinical fitness professionals in February 2014.



**PROF. MARLA MALLARI CUERDO** is a faculty member of Sports Science at the University of the Philippines - Diliman. She has done research on Sports Science, Sports and Exercise Psychology, Exercise and Physical Activity for Health, Motivation in Sports and Exercise, Participation Motives, and Sports and Exercise Sciences. She earned her EIM Certification as a clinical fitness professional in Singapore in February 2014.



**PROF. ALEJANDRO V. PINEDA JR., MD, DFM, FPAFP** is a Professor 2 at the Department of Medicine & Surgery at the University of Santo Tomas. He is Chairman of the Department of Family Medicine at the Caritas Family Hospital and at the UST Hospital, where he is also concurrently Head of Out-patient Services. Among his other involvements are as Past National President of the Philippine Academy of Family Physicians, Inc. (PAFP); Vice-President of the Osteoporosis Society of the Philippines Foundation, Inc. (OSPFI); and Medical Director & Doping Control Head at the Philippine Sports Commission (PSC). After successfully hurdling the certification examination for primary care physicians at EIM Singapore in January 2014, he joined the pool of initial trainers tapped to train and EIM-certify health practitioners locally.



**DR. SHEILA LIM, MD** is a faculty at the University of the Philippines School of Health Sciences. She is a fellow and diplomate of the Philippine Society of Endocrinology Diabetes and Metabolism, and also of the Philippine College of Physicians. She is a practicing endocrinologist at the UP Faculty Medical Arts Building and a visiting consultant at the Manila Medical Center. Previously she was Secretary and Board Member, and was also Research Coordinator of the Philippine College of Physicians – Eastern Visayas Chapter.

Iriseta: Galaw-galaw araw-araw!

# EIM PHILIPPINES TRAINING AND CERTIFICATION WELL UNDERWAY



To date, EIM Philippines has conducted three training courses, the first two of which were publicly offered in late 2014 and early 2015. A third course – an abbreviated training course – was also recently conducted exclusively for members of the PASOO Board.

The first combined **Training Course for Primary Care Physicians and Physical Fitness Specialists** was held on August 28-29, 2014 at the Net Lima Building of Coca-Cola Philippines. The course included 1 ½ days of didactic training and ½ day of practical gym experience at the 360-Degrees Fitness Gym in Bonifacio Global City.

The course, which essentially follows the EIMS training module, was participated in by 11 physicians and 6 fitness professionals.

The first batch of participants urged EIM to include the following topics in future training sessions: 1) Exercise activities to be done at home; 2) Proper nutrition and dietary management; 3) Progression of exercise; and 4) Exercise for pediatrics and for PWDs.

They also recommended that EIMP include a discussion on referral systems, as well as provide more time for the practicum/gym

exposure or exposure to actual exercise programs.

Dr. Mark Stoutenberg also shared his thoughts on the first training session, making the following recommendations and observations: 1) Hold separate courses for health care providers and fitness professionals and define what we want to achieve with each course; 2) Courses should be simple and pragmatic, not too technical; gym exposure should be different for HCP and fitness professionals; 3) Concentrate on one community at a time (e.g., one UP Campus): EIM-on-Campus; and 4) Promote an advocacy campaign: “EIM Advocates.”

Following the successful conduct of the first session and based on Dr. Stoutenberg’s recommendation to hold separate courses, a **Second Training Course Public Offering for Physical Fitness Professionals** took place on February 12-13, 2015 at the same venue as the first. The EIM training module was modified for physical fitness professionals, and involved two (2) full days of didactic training and practicum. Nine (9) fitness professionals, mostly physical educators, attended.

Once again, we solicited feedback from the training participants and took note of the following suggestions: 1) Present more

case studies or allot more time for case studies; 2) Include exercises for patients with cancer, mental disorders (Alzheimer or Pre-Alzheimer stage), anxiety, and depression; 3) design a program to include the promotion of exercise in public high schools or among the young population.

A **Third** training course, this time, an **Exercise prescription course for Primary Care Physicians**, was conducted exclusively for members of the PASOO Board on May 4, 2015. The EIM module was abbreviated to 1 day, including 1½ hours of gym practicum, and was participated in by nine (9) PASOO Board members, among them endocrinologists, nutritionists, and a psychologist.

The Board members who attended the training suggested that EIMP include in future training sessions topics such as diet and nutrition in local settings; recommendations for pediatric cases; and clinical guidelines to follow.

Plans are underway to conduct additional training sessions within the year. The next training sessions will be held on July 9-10, 2015 for Clinical Fitness Professionals, and July 11, 2015 for Physicians. The last round of training for the year is tentatively scheduled for October, 2015.

Parties interested in attending the training may contact the PASOO Office at (+632) 6321533 or EIMP National Coordinator Lito Tetangco at (+632) 2677497 and (+63) 9328807100, or e-mail us at [eim.philippines@gmail.com](mailto:eim.philippines@gmail.com).



## PRESCRIPTION



NAME Mr James Tan  
AGE 50 years  
GENDER Male  
DATE 15 July 2011

Known Medical Condition: Diabetes, Asthma

Drug Allergy: NIL

Treatment: ✓ Aerobic activity: 150 mins/week, moderate intensity  
✓ Strength training: 2 days/week, 2 sets x 10 repetitions, major muscle groups  
✓ Others: core strengthening

Refill: Indefinite

Dr Ben Tan  
Chairman, EIMS Taskforce

Dr Adrian Huber  
VP, American College of Sports Medicine

## Feature Article

Dr. Sheila Lim

## Because our EXERCISE prescription really matters!

***What if there was one prescription that could prevent and treat dozens of diseases, such as diabetes, hypertension and obesity? Would you prescribe it to your patients? – Robert E. Sallis, MD, FACSM***

This question was precisely what intrigued me – was there, indeed, a single miracle drug to cure all kinds of diseases? My quest to find an answer started with a phone call where I was asked whether I'd be interested in attending an activity involving, of all things, EXERCISE.

Anyone who knows me would agree that I was never a very petite person. Born at 8 pounds 10 ounces, I grew up thinking that having baby fat and being chubby was the norm – only to realize much too late that it wasn't. I seemed the least likely candidate for a program focusing on exercise. In fact, even as I was boarding the plane to Singapore, I worried about being sent back to the Philippines; surely, I thought, they'll reject me as soon as they see my size! Despite my trepidation, I found myself in a cab to Changi General Hospital, excited about what lay in store.

Immediately on day one, we were presented with a study done on some bus drivers and conductors. The study showed the drivers to be in poorer health than the conductors, apparently because the drivers were sedentary, sitting all day driving, while the conductors were able to spend time walking around the bus. This, in itself, illustrates the power and importance of EXERCISE.

The course focused on EXERCISE prescription writing. The premise is straightforward: we can write out a prescription for exercise for our patients to help them manage or cure their diseases. If a conventional drug prescription would include the name, the dosage, the frequency and route of the drug, the EXERCISE prescription would follow a similar format:

F – Frequency (How many minutes of exercise a

week?)

I – Intensity (Will the exercise be of mild, moderate, or high/vigorous intensity?)

T – Time (How long will each session be?)

T – Type (Is the ideal exercise in the form of aerobic, endurance, or resistance exercises?)

EXERCISE prescriptions should be tailor-fit for each patient. That is why we were given different scenarios on how to prescribe according to diseases, such as hypertension, heart disease, diabetes, metabolic syndrome, obesity, arthritis, osteoporosis, asthma, and even depression. We even had a session on how to motivate our patients to do the actual exercise.

A gym practicum followed, including a tour around the areas where the action takes place. The instructors were kind enough to give us a run-through of what was important in training our patients. From RPMs to resistance, endurance, and muscle strengthening – this session turned out to be very helpful. Objective methods were used to measure baseline parameters, with the use of callipers and tape measures.

Our two-day activity was capped by a written exam to qualify us for certification. Dr. Benedict Tan, Chairman of Exercise is Medicine Singapore (EIMS), personally presented our certificates. We were then given a final orientation on how to refer and how we can join other related activities.

Back in the Philippines, I have a renewed sense of how to start helping my patients, *myself included*, live a healthier life. Exercise might truly be the universal cure, and our exercise prescriptions, the key to better overall health.

## Reaching the Public : What We've Accomplished

In his annual report, Dr. Rodolfo Florentino, Chair of the EIM Executive Committee, presented the significant strides EIMP has taken towards promoting Exercise as Medicine among the Filipino people, through active participation in local events.

Here are the highlights for 2014-2015:

- EIM was presented during the 53<sup>rd</sup> Anniversary of Annual Convention of the Philippine Academy of Family Physicians, February 20-22, 2014
- Included a 3-hr session in the Health Promotion Module on EIM at the UST College of Rehabilitation Science, Department of Sports Science, Academic Year 2014-2015
- 1 ½ hr exposure of all UST hospital post- graduate interns rotating in Family Medicine
- Participated in the 20<sup>th</sup> Annual Convention of PASOO, August 30, 2014
  - ⇒ Dr. Mark Stoutenberg spoke on "The EIM Initiative: Integration into the National Health Care System" (See sidebar for *abstract*)
  - ⇒ Press Conference
  - ⇒ EIMP Hospitality Suite: Exhibit
  - ⇒ Posters with prescriptions for health
  - ⇒ Zumba exercise activity and other interactive games
- EIM-on-Campus introduced at the UP-Diliman at the National Conference on Sports Pedagogy, October 2014
- EIM was presented at the Keimyung University's 15<sup>th</sup> International Symposium of Future Direction of Sports and Exercise, Daegu, Korea, November 28, 2014
- EIMP participated in the 21<sup>st</sup> Grand Scientific Symposium of the UP College of Medicine, January 31-February 1, 2015
- EIM presented at the Philippine Association for Sport and Exercise Sciences (PHASES) Conference, New Era University, May 15, 2015
- Renewed EIM Philippines License Agreement with ACSM & MOA between PASOO and CCFEL, May 29, 2015



### Abstract for PASOO Convention 20th Annual Convention Philippine Association for the Study of Overweight & Obesity

#### The EIM Initiative: Integration into the National Health Care System

Prof. Mark Stoutenberg, PhD, MSPH

ACSM EIM Program Officer

Research Assistant Professor

Department of Public Health Sciences

University of Miami Miller School of Medicine

A third of the world's population does not engage in recommended levels of physical activity (PA), leading to substantial health and economic burdens. Higher levels of PA are associated with reduced risk of cardiovascular and other non-communicable diseases, independent of blood pressure and other known CVD risk factors. The evidence points to the benefit of continued regular moderate PA at levels which do not need to be vigorous. However, reducing the challenge of reducing physical inactivity requires comprehensive solutions that include a 'whole of the society' approach. Efforts are needed to maximize the potential benefits of setting-specific interventions, under a coordinated multi-sectoral approach. One of these settings, the healthcare sector, offers a variety of resources that can help with PA counselling, referral to fitness professionals, and the delivery of PA programs for purposes of primordial, primary, secondary and tertiary prevention. Substantial evidence exists supporting the multipronged PA counselling, prescription and referral strategies, in particular those linking healthcare and community-based resources. The EIM initiative was introduced to advance the implementation of evidence-based strategies to elevate the status of PA in healthcare. To date, EIM has focused on building a global infrastructure and raising awareness of the multiple health benefits of regular PA in more than 40 countries globally, with Regional Centers in North America, Latin America, Europe, Southeast Asia, China, and Australasia. Through this presentation, we seek to increase the understanding of the benefits of PA and how the implementation of EIM may better engage health professionals – from practitioners to research scientists to fitness professionals – in the Philippines. Broad implementation of PA assessment, as clinical practice standard of care, and referral systems, leveraging community resources and professional networks, has the potential to improve PA at the population level and to be an important part of the solution for achieving national targets for the reduction of physical inactivity and related morbidity and mortality.

# EIM Philippines: Looking Back to How We Started

Following the visit of Dr. Adrian Hutber, Vice-President of EIM in ACSM, and Dr. Benedict Tan of EIM Singapore in early 2013, the founding members of EIM Philippines (EIMP) met in a series of meetings to determine the objectives and work structure of the organization.

During the course of these meetings, the core members were able to make significant strides in several areas, including discussing and finalizing the organization's mission, goals, and tagline. Also identified were specific

roles and responsibilities of the National Task Force (NTF) and each of the working committees, the targets for the upcoming year, the make-up of the coalition (who should be the members), and the overall organizational structure.

In addition to the above, several meetings were also devoted to the planning of the (then) upcoming formal launch of EIM Philippines. Discussed were remaining issues on operational guidelines, covering membership, advocacy, resource generation, and research.

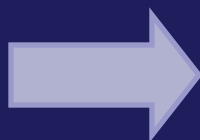
Besides this, committee members painstakingly sifted through the specifics and stipulations of the MOA between PASOO and Coca-Cola in order to come up with a final working document.

The Ceremonial Launching of EIM Philippines took place in conjunction with the 2013 PASOO Annual Convention on September 7, 2013 at the EDSA Shangri-La Plaza. Guest of honor was Dr. Maxime Buyckx, Director, Health and Wellness Program, Coca Cola Co., who reviewed the scientific evidence that "Exercise is Good Medicine". About 200 participants and guests at the PASOO Convention visited the EIM Booth. A Press Conference was also held during the launch, where Dr. Buyckx and Dr. Rodolfo Florentino, Chair of EIMP NTF met with members of tri-media to explain what EIM is all about and answer questions on the benefits of physical activity and exercise. Other press conferences and TV guestings followed.



## 2015

## Our Next Steps



- ◆ Public offerings of EIM Training Courses for Primary Care Physicians and Clinical Fitness Professionals, July and October, 2015
- ◆ Proposal to Global Forum 2015 for a panel discussion on EIM
- ◆ EIMP participation at the 21<sup>st</sup> Annual Convention of PASOO, September, 2015
- ◆ Proposal to do a UP University-wide fitness testing activity to formally launch EIM-on-Campus through a weeklong activity that will involve the student council of the College of Human Kinetics, Dec. 2015 or Jan. 2016
- ◆ Come up with an Exercise Booklet/video as part of our training package