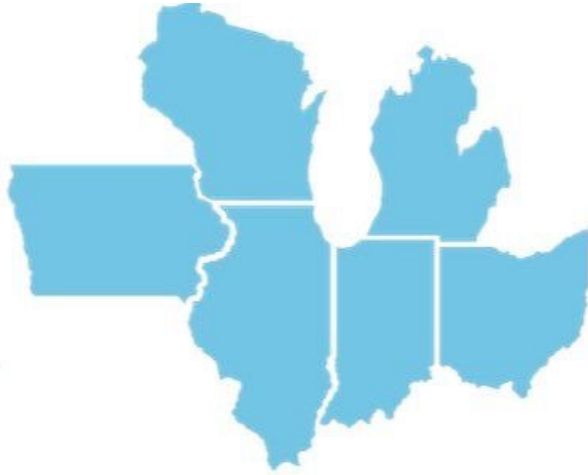


2025 Midwest ACSM Exercise is Medicine® Clinical Challenge

Student Video Competition

Exercise Oncology: Cancer Prevention and Supportive Care



Clinical Exercise
Physiology Association

Overview

The Midwest ACSM Chapter invites undergraduate and graduate students to participate in an Exercise is Medicine® Clinical Challenge. The theme this year is exercise oncology which is an emerging field that uses physical activity and exercise to improve the lives of people affected by cancer. Students are tasked with creating a short video that promotes the importance of exercise for cancer prevention and supportive care. We are looking for creative videos that showcase evidence-based findings on exercise (types, modes, ect) to help promote exercise and reduce barriers to engaging and adhering to physical activity. The target audience for the video could encompass patients, families and caretakers, exercise professionals, healthcare providers, or other. The goal is to raise awareness and promote exercise as medicine for cancer prevention and supportive care, aligning with several cancer awareness initiatives.

Timeline 2025

- The video submission period begins September 1 and ends October 5 (11:59 pm EDT)
- Voting opens October 6 and ends October 16 (11:59 pm EDT)
- The winners will be announced at the Midwest ACSM Annual Meeting in Grand Rapids, Michigan on October 15-17

Guidelines

All video submissions must meet the following guidelines which are outlined further in the [application form](#):

- 2 minutes or less in length
- An original video produced by students
- Accurately represent the values of Exercise is Medicine®
- Focus on physical activity and healthy lifestyle behaviors
- Incorporate evidence-based suggestions for physical activity (i.e., special considerations, safety recommendations)
- Avoid foul language, political content, violent content
- Have fun showing your knowledge and school spirit!

Midwest ACSM reserves the right to deny applications that do not align with the guidelines or are inaccurate

The Prizes

Midwest ACSM will award prizes in two categories. A panel of judges from the Midwest ACSM Exercise is Medicine® and Clinical Education Committees will select the top three winners. The public will have a chance to vote via social media invitations to view videos on YouTube for the Fan Favorite winner. The overall winner will receive a \$500 cash prize. Second and third place in this category will also receive cash prizes of \$250 and \$100, respectively. The Fan Favorite will receive \$150 and bragging rights.

Support

The 2025 Midwest ACSM Exercise is Medicine® Clinical Challenge is made possible by the generous donation from the Kay and Craig Broeder Preventative Exercise and Nutrition is Medicine Cancer Fund. This fund supports student research and/or project awards that incorporate preventative exercise and nutritional strategies that improve the quality of life and survival rates of individuals living with cancer with preference given to addressing ovarian and prostate cancer.

Evidence-Based

Use at least one peer-reviewed exercise oncology related research article and one other credible source like a website (ending in .gov, .edu, .org) to guide the creation of the video. The key is to provide information to the public and also guide them on where to find more helpful resources. A list of helpful peer-reviewed articles and credible websites is [available here](#).

How to Enter

Participating in the Exercise is Medicine® Clinical challenge is easy. Students can participate individually or as a group representing their school. To participate, follow these simple steps.

1. Fill out the [application form](#)
2. Upload your video titled “[School name] Exercise is Medicine® Clinical Challenge 2025”
3. Submit your application

Note: You will have the option to upload your video directly into the application form or provide a download link to a box/dropbox folder. Do NOT submit a link to a YouTube video.

How to Vote for the Fan Favorite

All video submissions will be uploaded to the Midwest ACSM YouTube channel.

1. Once voting opens, Midwest ACSM will change the status of all video submissions to “public” on YouTube. Midwest ACSM will email the voting links to all individuals listed as the “school contact” on the application.
2. Each like or “thumbs up” of the video within the YouTube platform will count as a vote. Negative or “thumbs down” votes will NOT count against a video’s positive votes.
3. The video with the most “likes” at the end of the voting period will be declared the “Fan Favorite” winner.

Promote your video

When the voting period begins, Midwest ACSM will send the voting link to your designated school contact. At this time, you should share the link and encourage members of your campus community and beyond to vote for your video. You may do this in a variety of ways:

- Email the voting link to students, staff, faculty, exercise professionals, healthcare providers, patients/clients, ect.
- Post the link via social media and encourage your audience members to share it with their networks as well.
- Promote in a campus or community newspaper, newsletter, on calendar or through other media.

Contact

Contact Steven Elmer (sjelmer671@stkate.edu), chair of the Exercise is Medicine®, or Laura Richardson (laurari@umich.edu), chair of the Clinical Education Committee, with questions about contest rules and eligibility or to assist with video posting, submission, and/or promotion.