



Because fitness is
always
good medicine.



■ What is AIM?

Created by the American Academy of Family Physicians, the Americans In Motion (AIM) initiative addresses the increase in overweight and obesity levels among children and adults. AIM encourages and supports family physicians as they promote “fitness” — physical activity, nutrition and emotional well-being — with every patient, every visit. By capitalizing on “teachable moments” in patient-centered conversations about healthy lifestyle choices, family physicians may help prevent and more effectively treat serious health problems related to overweight and obesity issues.

■ How AIM Works

AIM develops resources for family physicians, their office staff and patients to encourage and enable improved fitness. Those resources include:

- Clinical tools
- Continuing medical education
- Patient education
- A school-based program
- Community outreach

The AIM initiative generates awareness among three target audiences: (1) family physicians as fitness role models; (2) the family medicine office staff to promote a healthy patient care environment; and (3) patients and the public in both the clinical and community setting.

■ Why Family Physicians?

Family physicians are in a strong position to reach Americans and positively influence their fitness habits. Family physicians:

- Care for the entire family, seeing patients throughout their entire lives
- See 210 million patients each year (76 million more than any other specialty)
- Provide care for America's most underserved and rural populations
- Have great acceptance and respect within their communities
- Have a proven track record working with young people in schools

■ The Impact of AIM

- Today's children may have a shorter life expectancy than their parents because of obesity-related illnesses.
- About 60 percent of Americans do not get sufficient daily exercise.
- Almost 65 percent of Americans are overweight or obese.

This public health initiative is far-reaching and ambitious. Yet, because family physicians see millions of patients each year, even small successes in prevention and treatment can have a profound effect on the lifelong health of individuals and families.

■ For More Information

Visit www.americansinmotion.org or contact us at (888) 543-4AIM.



For more information on how to become a core supporter or educational partner of AIM, please contact AAFP Corporate Development at (888) 271-3494.

AIM is sponsored by the American Academy of Family Physicians. Current core supporters include: AAFP Foundation, Campbell's Center for Nutrition & Wellness, McDonald's Corporation, McNeil Nutritionals, LLC, National Dairy Council and PepsiCo, Inc.

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