



Americans In Motion - Healthy Interventions

Because **fitness** is always  
**good medicine**



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS

STRONG MEDICINE FOR AMERICA

# Americans In Motion

We are changing the way family physicians communicate with and treat patients. Developed by family physicians, specifically for the family medicine practice setting, the 10-year AIM initiative includes:

- Practice improvement/research
- Member education and resources
- Patient education
- Community outreach

AIM positions fitness as the treatment of choice for prevention and management of many chronic conditions. This philosophy is consistent with the transformation of primary care offices from condition- and treatment-centered practices to patient-centered medical homes, where a primary care physician and his or her practice team take responsibility for a patient's care during all stages of life.

## Why Family Physicians?

Family physicians are in a unique position to positively influence the fitness behaviors of America's children and adults. Family physicians:

- Deliver continuous, comprehensive health care for entire families, seeing patients throughout all stages of their lives
- Conduct 208 million patient visits each year — 76 million more than any other specialty
- Provide care for America's most underserved and rural populations
- Are highly respected in their communities



### AIM-HI Works!

*AIM-HI has revolutionized the way I practice. I now consider changes in fitness-related behaviors to be a first-line treatment for the majority of chronic disease conditions.*

Chester Fox, MD  
Jefferson Family Medicine  
Buffalo, NY

### AIM-HI Works!

*My entire practice team is fully engaged in AIM-HI. We're a healthier office and our enthusiasm, along with the AIM-HI tools we've integrated into our care systems, is helping our patients make changes to improve their health.*

Tom Marshall, MD  
Alcona Health Center  
Lincoln, MI

## FITNESS:

physical activity, healthy eating  
and emotional well-being

### AIM's goals:

- Encourage family physicians to be fitness role models
- Improve family physicians' ability to positively affect the fitness of their patients
- Enhance the awareness of family physicians' unique ability to promote fitness within their communities



# Physician and Patient Outreach

## Member Education and Resources

AIM has educated thousands of family physicians and other health professionals through online and live continuing medical education courses, practice manuals, a group visits guide and an AIM-HI to Change toolkit. These resources enhance clinical expertise and teach physicians how to create and capitalize on teachable moments to engage patients in conversations that motivate change.

To order a tool kit, call 800-274-2237 and order item #1938.



## Patient Education

AIM provides family physicians with targeted tools to help patients, families and communities lead healthier lives through sustainable changes in physical activity, nutrition and emotional well-being. The patient education materials encourage patients to talk with their doctors about ways to improve fitness.

To order books and DVDs, call 800-274-2237.



## Practice Improvement/Research

The Americans In Motion-Healthy Interventions (AIM-HI) research project brought together the AAFP National Research Network and Americans In Motion to develop and evaluate a practice improvement program. The project aims to improve family physicians' delivery of patient-centered behavior change interventions for fitness.

AIM-HI positions fitness as the treatment of choice for prevention and management of chronic conditions and shifts the paradigm of family physicians' advice-giving communications to more effective patient-centered lifestyle counseling.

The results of the AIM-HI research project are laying the groundwork for the future of AIM, defining realistic, evidence-based strategies that help family physicians adapt office environments and practice processes to promote fitness.

The AIM-HI Group Visits Guide and Practice Manual are available online at [www.americansinmotion.org](http://www.americansinmotion.org).



## AIM-HI Works!

*How exciting it is to be working with the patients and seeing them get so motivated when they meet a goal. You share in their achievements and get ideas to relay to your other patients. With AIM-HI, the patients have a sense that their doctor/office staff really care about them.*

Pam Mathis, RN  
Clinical Manager  
Blue Ridge Family Physicians  
Raleigh, NC

Wanda Dolby, MA  
Clinical Research Assistant  
Blue Ridge Family Research  
Raleigh, NC



# Ready, Set, FIT!

*Ready, Set, FIT!* is a school-based program, endorsed by the National School Boards Association, that teaches third and fourth graders to be active, eat smart and feel good — three important parts of fitness.

*Ready, Set, FIT!* lessons and activities are aligned with national standards, teaching critical language arts and math skills while communicating important health messages. *Ready, Set, FIT!* in-class and at-home activities educate students about everyday choices they can make to be healthy. Program materials include:

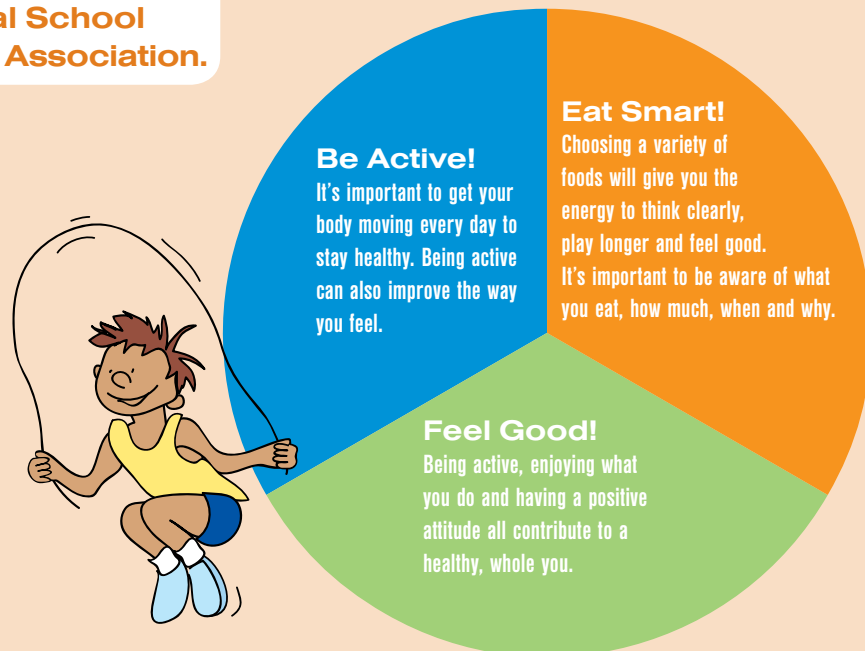
- Teaching guide with four fitness-related lesson plans
- Reproducible in-class worksheets
- Student guides with at-home activities for the whole family
- Educational posters for the classroom

*Ready, Set, FIT!* highlights family physicians' roles as strong advocates for improved fitness within their communities. Teachers are urged to invite a family physician into their classrooms to kick off the first lesson.

*Ready, Set, FIT!* was developed through a partnership with Scholastic, the world's largest publisher and distributor of children's books, and a leader in educational technology.

**Developed through a partnership with Scholastic.**

**Endorsed by the National School Boards Association.**



## Get Involved:

### Be a *Ready, Set, FIT!* Presenter

If you are a member of the family medicine community (for example a family physician, medical student, resident, physician assistant or nurse) and are interested in being a guest classroom presenter, visit [www.readysetfit.org](http://www.readysetfit.org).

### Teach *Ready, Set, FIT!*

If you are a teacher, register online and download the *Ready, Set, FIT!* program materials at [www.readysetfit.org](http://www.readysetfit.org).

#### In the Classroom...

*Ready, Set, FIT!* is aligned with national education standards. It builds on core language arts, math and health skills. Teachers integrate four fitness-related lessons with corresponding classroom activities.

#### At Home...

*Ready, Set, FIT!* extends the learning experience from the classroom to the home. The program offers a student guide with take-home assignments designed to encourage family conversations about fitness choices.

#### In the Community...

*Ready, Set, FIT!* showcases family physicians and other health care professionals as valuable community resources and role models for improved fitness. Teachers are strongly encouraged to invite a family physician to help kick off the first lesson.



## Support AIM-HI

Created by the American Academy of Family Physicians, AIM-HI is a 10-year multi-faceted initiative to address the increase in overweight and obesity among children and adults.

## About the American Academy of Family Physicians

Founded in 1947, the AAFP represents more than 94,600 physicians and medical students nationwide. It is the only medical society devoted solely to primary care.

Nearly one in four office visits is made to a family physician. That is 208 million office visits each year—nearly 83 million more than the next largest medical specialty. Today, family physicians provide more care for America's underserved and rural populations than any other medical specialty.

In the increasingly fragmented world of health care where many medical specialties limit their practice to a particular organ, disease, age or sex, family physicians are dedicated to treating the whole person across the full spectrum of ages. Family medicine's cornerstone is an ongoing, personal patient-physician relationship focused on integrated care.

To learn more about the American Academy of Family Physicians and about the specialty of family medicine, please visit [www.aafp.org](http://www.aafp.org).

## For More Information

For more information about the AIM-HI initiative, visit [www.americansinmotion.org](http://www.americansinmotion.org) or call (888) 543-4AIM.

## Support AIM-HI

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



[www.americansinmotion.org](http://www.americansinmotion.org)