What is America On the Move?

A. A weight gain prevention program for families

B. A community movement to promote healthful living

C. An evidence-based, national nonprofit promoting small changes

D. All of the above
What is America On the Move?

A. A weight gain prevention program for families

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Mission:
Improve health and quality of life by promoting healthful eating and active living among individuals, families, communities, and society

How do we achieve our mission?
America On the Move

Evidence-based small change approach as a gateway to a healthier lifestyle

AOM helps people avoid the 1-2 pound annual weight gain experienced by most Americans.

Simple Steps to Energy Balance

YOU + 2000 Extra Steps Over Baseline and Diet Soda = No Weight Gain

100 Calories
Our History

1998 - Colorado on the Move founded

2003 - AOM becomes a nonprofit corp

2005 – National red carpet launch

2009 - AOM launches health-oriented online community
Engaged millions over our 10 year history through AOM communities, partnerships and our website

AOM communities:

<table>
<thead>
<tr>
<th>Colorado</th>
<th>University of Arizona, AZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh, PA</td>
<td>University of Texas System</td>
</tr>
<tr>
<td>Fort Wayne, IN</td>
<td></td>
</tr>
</tbody>
</table>

Partnerships have included:

<table>
<thead>
<tr>
<th>Healthy Dining Finder</th>
<th>National Institutes of Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>HealthOne</td>
<td>United States Department of Agriculture</td>
</tr>
<tr>
<td>Healthy Mondays</td>
<td>USDA National Institute of Food and Agriculture</td>
</tr>
<tr>
<td>Lean Cuisine</td>
<td>YMCA</td>
</tr>
<tr>
<td>Local news station (CBS4)</td>
<td>WellPoint Foundation</td>
</tr>
<tr>
<td>National Fluid Milk Processors Board (MilkPEP)</td>
<td></td>
</tr>
</tbody>
</table>
Why Small Changes

It is what people can do

It can have an impact

Small changes promote more small changes

It proves a framework for collaboration

If we could make and sustain big changes, we wouldn’t be discussing small changes
Why Small Changes

Current Strategies for Increasing Physical Activity are not Working

Trend in Recommended Physical Activity for U.S. Overall

% Recommended

How much change is needed?

In order to prevent weight gain, the average American needs to:

A. Eat breakfast everyday and weigh oneself regularly

B. Engage in moderate exercise for 60 min/day

C. Eat 100 less kcal/day and/or take an extra 2000 steps/day
In order to prevent average weight gain, Americans need to:

A. Eat breakfast everyday and weigh oneself regularly

B. Engage in moderate exercise for 60 min/day

C. Eat 100 less kcal/day and/or take an extra 2000 steps/day
How much change is needed?

Adapted from Rossner, 1992
The obesity epidemic likely arose from gradual weight gain over time.
Progression of Chronic Disease

Metabolic Syndrome

Lean ➔ Obesity ➔ Diabetes ➔ Cardiovascular Disease ➔ Pulmonary
GI ➔ Dermatological ➔ Orthopedic ➔ Genitourinary ➔ Psychological
Asthma ➔ Renal Disease ➔ Cancer ➔ Cognitive Impairment
Energy Gap for Prevention of Weight Gain (<100 kcal/day)
Energy Gap for Children ~150 kcal/day

- Excessive growth
- Optimum growth
- Energy Gap ~150 kcal/d (628 kJ)
- Cumulative energy gap (large)
Two steps to weight gain prevention:

Move more: Increase walking by 2,000 steps a day (approx 100 calories)

Eat “smarter” - Choose one diet/eating behavior each day to eliminate or “improve” 100 calories
The point:
manipulate physical activity without increasing hunger
Add 2000 steps/day - ~80-100 kcal/day increase in energy expenditure

manipulate intake without increasing hunger
Eat 100 kcal less per day -
Fat - 20 kcal for each 1% reduction
Smaller portions – up to 25% reduction in meal size
More fiber – up to 15% reduction in intake
Less sugar-containing beverages – lower total intake
Energy density - ~80-100 kcal/day reduction for each 0.1 reduction in energy density
Small Changes in Dietary Sugar and Physical Activity as an Approach to Preventing Excessive Weight Gain: The America On the Move Family Study (Rodearmel et al. Pediatrics 2007)

Increasing daily lifestyle activities by 2000 steps above baseline

Eliminating 100 kcals from baseline diet by emphasizing a reduction of dietary sugar by substituting foods sweetened with Splenda
Our Research

- Maintain/Reduce %BMI:
  - FOM Target Kids: 67.4%
  - SM Target Kids: 52.8%

- Increase %BMI:
  - FOM Target Kids: 47.2%
  - SM Target Kids: 32.6%*

* p < 0.044
Our Research

![Graph showing average steps per day over intervention weeks for FOM Target Kids and SM Target Kids. The graph includes error bars and asterisks indicating statistically significant differences.](image-url)

* p < 0.05
Our Research

National Institutes of Health – ARRA-funded study

Project 1:
Research Question – Do families that set 1 nutrition goal (decrease portion, sugar or fat) experience more success with the Family Program than those that have all three goals?
Primary outcome – Caloric intake of primary caregiver

Project 2:
Research Question – Does an online version of the Family Program increase screen time in children?
Primary outcome – Activity measured by Actical
Our Research

USDA-funded study

Outcome 1: Revise the family program incorporating online health-oriented community and kids’ website

[Diagram of goal setting 101: Making Your Goals S.M.A.R.T.]

Here are some tips to help you set a “sure-to-achieve” goal. After you’ve decided that you are ready to make a change in your behavior, be sure that the goal you set is...

- **SPECIFIC**: Give the Who, What, When, Where, and How of the goal.
- **MEASURABLE**: Establish set criteria for measuring your progress.
- **ATTAINABLE**: Instead of vowing to cook a healthy meal seven nights a week, shoot for one or two more than you currently do.
- **REALISTIC**: Make sure your goal is something that you are willing and able to work toward.
- **TIMELY**: Set a deadline for when you will have achieved your goal.

As you are setting your “S.M.A.R.T.” goals, focus on making small changes in your daily life. These small changes have big benefits for your health. Small things, such as beginning to wear a pedometer to track your steps, or eating one extra fruit and vegetable each day, will put you on the path toward a healthier lifestyle.

Here is an example of a goal, followed by the S.M.A.R.T. version of this goal:

**GOAL**: “To lose weight.”

**S.M.A.R.T. GOAL**: “I pledge to lose 6 pounds by Anna’s wedding on May 10th, losing 2 pounds per month over 3 months, by eating 2 more fruits and vegetables per day and going for at least 3, 15 minute walks per week during my lunch break.”

Take this space below to create your very own S.M.A.R.T. goal. And remember, small changes do make a BIG difference.

*For some other ideas for goals, check out the AOM 101 Waysheets.*

[Diagram of goal setting 101: Making Your Goals S.M.A.R.T.]
Our Research

USDA-funded study

Outcome 2: Evaluate the revised program utilizing a blinded, randomized trial.

Touched over 600 families in 14 months

152 families were randomized to a control ‘program’ or the Family Program

Families in the Family Program were given a step goal and asked to determine an appropriate nutrition goal for their family for each month
Our research

USDA-funded study

Outcome 3: Disseminate the Family Program to 200-250 families across the state of Colorado through USDA Extension Agents

Long Term Goal: National dissemination
Is there strong data to support a small changes approach?

A. No other groups have looked at the small changes approach

B. There is evidence to suggest that people gain more than a couple pounds per year

C. There is evidence to suggest that people gain less than two pounds per year

D. Many groups have looked at the small changes approach and it is a well-established fact
Is there strong data to support a small changes approach?

A. No other groups have looked at the small changes approach
B. There is evidence to suggest that people gain more than a couple pounds per year
C. **There is evidence to suggest that people gain less than two pounds per year**
D. Many groups have looked at the small changes approach and it is a well-established fact
<table>
<thead>
<tr>
<th>Population</th>
<th>Energy Accumulation (kcal/day)</th>
<th>Energy Gap (kcal/day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Adults</td>
<td>15; 50 for 90th percentile</td>
<td>30; 100 for 90th percentile</td>
</tr>
<tr>
<td>U.S. Children</td>
<td>55-82.5</td>
<td>110-165</td>
</tr>
<tr>
<td>U.S. Children</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>Australian Women</td>
<td>10.5y</td>
<td>21</td>
</tr>
<tr>
<td>Chinese Adults</td>
<td>22.5</td>
<td>45</td>
</tr>
<tr>
<td>Adult Pima Indians</td>
<td>30.6</td>
<td>61.2</td>
</tr>
<tr>
<td>Scottish Adults</td>
<td>11.5</td>
<td>23 for 42.2% of population; 46 for 17% of population</td>
</tr>
<tr>
<td>Australian Adults</td>
<td>6.6 for men</td>
<td>13.22 for men</td>
</tr>
<tr>
<td></td>
<td>10.2 for women</td>
<td>20.4 for women</td>
</tr>
<tr>
<td>Swedish Adults</td>
<td>4.1</td>
<td>8.2 for men</td>
</tr>
<tr>
<td></td>
<td>6.2</td>
<td>12.4 for women</td>
</tr>
<tr>
<td>Chilean Women aged 40-53 years</td>
<td>16.8</td>
<td>33.6 years</td>
</tr>
</tbody>
</table>
USDA-NIFA partnership:
States involved in the partnership

Alabama  Louisiana  South Carolina
California Maryland Utah
Delaware New Hampshire Washington DC
Hawaii New Jersey West Virginia
Indiana Ohio Pennsylvania
Kentucky

Some states are new to the partnership and have not begun using the database. As of Jan 1, 2011, there are 1,291 participants engaged in the AOM-NIFA program offered by local extension agents.

http://www.americaonthemove.org/usda/
Easy Ways to Lose Weight
If you’ve struggled to lose weight, here’s a new approach: Stop dieting. Many doctors now say that small, realistic changes in how you eat can work better than a drastic overhaul.
Database Statistics

Number registered users – 492,018
Number groups – 561
Total steps taken – 79,257,128,340
Total miles walked – 39,628,564
Calories burned – 3,962,856,400
Laps around the world – 1,591
Cans of soda burned – 26,419,042
Carbon reduced – 50,683

Website Statistics

Number website visits – 154,597
Number unique visitors – 61,046
Number page views – 836,042
Number pages per visit – 5.41

The above statistics are from January 12, 2010.
The above statistics are per Google Analytics and span September 1 – December 31, 2009.
**Food and Physical Activity Scan (FAPAS)**

**Nutrition: Food Availability**

Considering your eating habits over the past year, are any of the following items available in your home? Please take into account breakfast, lunch, dinner, snacks, and eating out.

<table>
<thead>
<tr>
<th>Food/Beverage Item</th>
<th>Foods Consumed</th>
<th>Type of Food</th>
<th>Frequency</th>
<th>Typical Serving Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk</td>
<td>At home</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Away from home</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neither</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yogurt</td>
<td>At home</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Away from home</td>
<td>Both</td>
<td></td>
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<td></td>
<td>Both</td>
<td>Both</td>
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<tr>
<td></td>
<td>Neither</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheese</td>
<td>At home</td>
<td>Both</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Away from home</td>
<td>Both</td>
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<td>Both</td>
<td>Both</td>
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<td></td>
<td>Neither</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice Cream</td>
<td>At home</td>
<td>Both</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Away from home</td>
<td>Both</td>
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<td></td>
<td>Both</td>
<td>Both</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Neither</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bread</td>
<td>At home</td>
<td>Both</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Away from home</td>
<td>Both</td>
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<td>Both</td>
<td>Both</td>
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<td></td>
<td>Neither</td>
<td>Both</td>
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<td></td>
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</tbody>
</table>
Goal Setting

Food and Physical Activity Scan (FAPAS)

Select Goal

You have completed the scan. Based on your responses, ACM recommends the following small change goals. Please select no more than two, including one food and one physical.

Food Goals:
- Reduce the amount of total fat you consume each day
- Reduce the amount of unhealthy (saturated) fat in your daily diet
- Increase your daily vegetable intake
- Eat less foods containing added sugars
- Reduce the portion size of the foods you consume
- Take time to stop and eat your breakfast at a designated dining table
- Make a shopping list before going to the grocery store
- Reduce your total calories by 100 calories each day

Physical Activity Goals:
- Increase daily physical activity levels by 2,000 steps per day, or equivalent
- Use home exercise equipment at least a few times a week
- Use health club/recreation center membership at least a few times a week
- Choose to park farther away from the entrances of stores
- Use pedometer every day
- Get up from the desk and get physically active throughout the workday

Submit
User Profile

Activity Log

<table>
<thead>
<tr>
<th>Date</th>
<th>Steps</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/16/2010</td>
<td>3750</td>
<td>30 minutes of walking</td>
</tr>
</tbody>
</table>

View: Selected Day

Steps to a Healthier Way of Life
Group Profile

My Group's Progress

How is Wellness Test progressing since being formed on 10/15/2009?
Wellness Test currently has a total of 8 members enrolled.
Wellness Test has currently taken a total of 1,945,353 steps or walked approximately 972 miles since beginning their journey.
(All note that the data above is updated daily at 4am Eastern.)
Wellness Test is not currently in a challenge.

Group Challenges

<table>
<thead>
<tr>
<th>Challenge Name</th>
<th>Start Date</th>
<th>End Date</th>
<th>Challenge Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Challenge</td>
<td>10/15/2009</td>
<td>1/1/2010</td>
<td>Expired</td>
</tr>
</tbody>
</table>

Group Administrators

<table>
<thead>
<tr>
<th>Name</th>
<th>Became Administrator On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karen @ AOM</td>
<td>10/15/2009</td>
</tr>
<tr>
<td>Test Admin</td>
<td>10/15/2009</td>
</tr>
</tbody>
</table>

accomplishments

Our group accomplishments:
- 1,945,353 total steps = 972 miles
- 97,200 total calories burned
(Data updated daily at 4am Eastern)

footprint

Our carbon footprint has been reduced by 10 pounds.
Basic Reports

Group Progress Report
Total group members, total group steps and miles, total members in group’s current challenge, true daily average step count, and total days members have logged activity in current challenge

Participant Report
Contact information and group/subgroup/team affiliation

Challenge Report
Baseline step count, step count for all days in challenge, completion average, and days logged

Group Weight Report
BMI and Behavior
- BMI (all group members and by gender)
- Weight management
- Days members reduced caloric intake
- Days members logged physical activity

Dashboard
- New registrants in time frame
- All registrants in time frame
- Number challenges per member

Demographics
- Total members in group
- Gender
- Age
- Ethnicity

Group Coordinators
- All administrators’ contact information
- Level of group (main, subgroup, team)
- Number members in each group

Online Community Participation
- Participation in online community (number friends, media uploads, etc.)

Program Offerings Participation
- Participation in program offerings (emails, goal setting, food tracker, etc.)

Referral
- How participant heard about AOM
- How many participant has told about AOM

Step Activity
- Total steps in challenge
- Activity (baseline vs. comparative)
- Users increasing steps by 1,000, 2,000, 3,000, 4,000 and 5,000+
- Members with no activity logged
Example Upgraded Group Structure

Main Group

- Subgroup 1
  - Team A
- Subgroup 2
  - Team B
- Subgroup 3
  - Team C
- Subgroup 4
  - Team D
To help you make a qualified decision, AOM has set up a faux account who administers a sample paid group. To log in to the faux account, go to www.americaonthemove.org and log in using:

Email: aomtest@americaonthemove.org
Password: aomtest

Upon logging in, you will be directed to the user profile of this faux account. Feel free to play with logging progress, posting content, etc.

To explore functionality of the paid group, click the “Wellness Test” group avatar under the groups tab. This is the sample group administered by the faux account. Feel free to send messages, post content, start subgroups, etc.

To run reports on this sample group, click group reports under the groups tab on the faux account’s user profile.
Something for Everybody

Everyone
- Downloadable tips and tools
- Ability to track physical activity and nutrition
- Virtual trails

Extension Agent
- Partnership Guide for Walking and Healthy Living
- USDA-NIFA database

Physician
- Health Care Provider Toolkit
- Downloadable posters

Parent
- Audit for the home environment
- Online family group structure

Registered Dietitian
- Health Care Provider Toolkit
- Food and physical audits

Teacher
- Online classroom group structure
- Downloadable experiments and recipes

Worksite Coordinator
- Worksite Coordinator Toolkit
- Online group structure